VOL. 5 NO. 26 JULY 1, 1964 10¢

Carmel Valley Outlook



GEORGE T.C. SMITH PHOTOS

The Ordettes with their coach, Donn Squire, An AAU champ since 1960

"Send Our Swimmers" Party Friday

BY DEL NEEL

"S.O.S." PUBLICITY CHAIRMAN

"If the Ordettes presented the same show next week, they would draw twice the audience they did today."

This was the comment of Jim Smith, president of the Community Pool Fund Raising Committee, after last Saturday's gala dedication ceremonies of the new pool.

The Ordettes WILL repeat their performance at Saddle Mountain Ranch this Friday evening. The occasion is a benefit dance and show sponsored by SOS, (Send Our Swimmers) Committee. Proceeds will help to send Ordette members Marilyn and Marsha Lane of Carmel Valley to the Amateur Athletic Union National Championships in New York next month.

Fifteen and thirteen years of age, respectively, Marilyn and Marsha on July 3 perform publicly for the second time the routines with which they will try for the national championships. They are the daughters of Cdr. (USN, Ret.) and Mrs. Ariel Lane of Via Mallorca.

Donn Squire, Men's National AAU Synchronized Swimming Solo Champion and Ordettes' coach, is optimistic about the national chances for the Lane sisters. "Everyone we've talked to who has seem them shares that optimism," say SOS committee members Marie Frumkin and Betty Oenning, also Valley residents.

The only problem, according to Squire, is financing. Such similar groups as the San Francisco Marionettes, defeated by the Ordettes in the 1963 Pacific Championships, have a yearly budget of $10,000 Squire said. The Ordettes, with under $300 in their treasury, must depend upon the community for assistance.

Featured entertainers at the July 3 SOS benefit dance, in addition to the Ordettes, will be Ako Ito, classical guitarist; "Mike" Sherry and Eleanor Wallace, folksingers; local disc jockey Dave Bennett on banjo and bagpipes; and others, including "surprises."

Dancing to the music of Phil Stock and his group will begin at 8 p.m., and the entertainment will be interspersed throughout the evening. Tickets, for a contribution of $2, may be purchased at the Thunderbird Book Shop and Irene Baldwin's Real Estate Of-

(CONT. ON P. 29)

All Invited

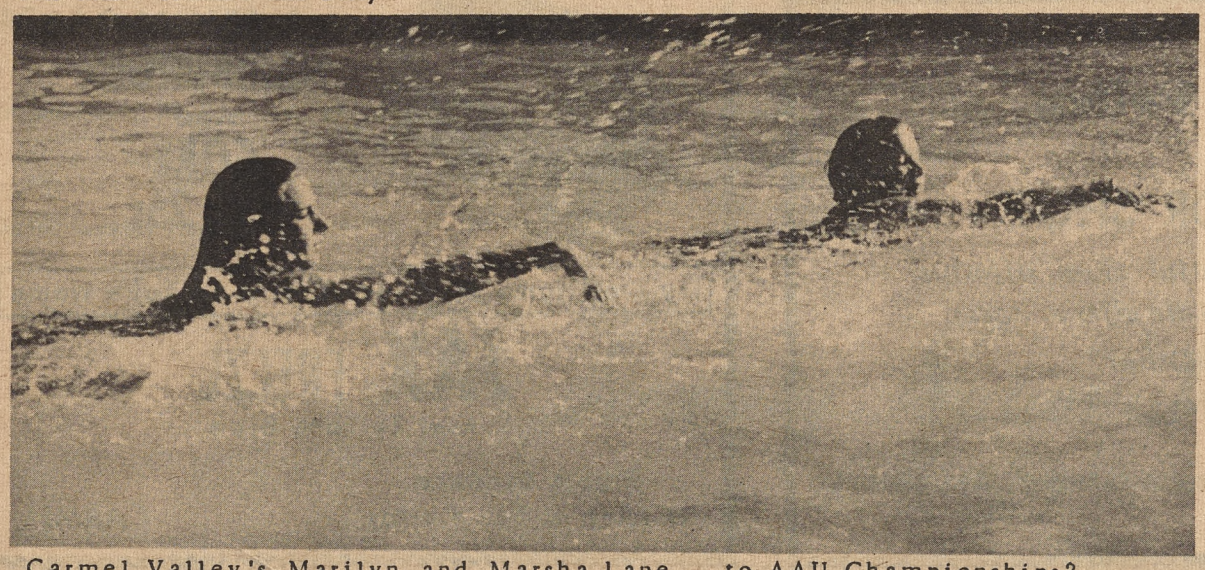
Horsemen Present Open Playday Sunday

On Sunday, July 5, at Holman's Guest Ranch the CV Horsemen's Association presents its annual Junior Playday, open to all equestrians 18 years and under. The events will be completely run by the Juniors of the organization and are scheduled to begin promptly at 10:00 a.m.

Carol Hogan is the Chairman for the festivities and will accept entries by telephone (375 - 9414). Fees are $1 all day for members, $3 all day for non-members.

There will be eleven events: 1, Halter class, open; 2, Bareback horsemanship; 3, Canter-up and trot back; 4, Western pleasure; 5, Pole bending; 6, Spoon race; 7, Western horsemanship; 8, Barrel race; 9, Working pairs, open; 10 Foot & tandem, open; 11, Four man relay, open.

The Playday's purpose is to encourage better horsemanship and sportmanship. Judges will be Mrs. Roy Forzani and Vic Silva; Announcer, Dr. John Holmes of CV; Timer and Recorder, Mrs. Ed Hogan.



Carmel Valley's Marilyn and Marsha Lane...to AAU Championships?

For the pro's and con's of a choice the residents of Carmel Valley must sooner or later make...see pages 11 - 22.

Complete Text Of A Study Of The Feasibility Of Incorporation For Carmel Valley

CV Chamber Directors Discuss Feasibility Study Next Week

The recently completed Study on the Feasibility of Incorporation for Carmel Valley will be discussed at the regular monthly meeting of the board of directors of the Carmel Valley Chamber of Commerce, to be held next Wednesday, July 8, at noon, at Rancho Del Monte Country Club. As is customary, all members as well as directors are invited to attend and join the discussion.

The study was begun in the middle of April by Michael Silberstein, Pomona College graduate, who spent last year as an Intern in Public Affairs for Coro Foundation, a non-profit organization for education and research in public affairs.

The project was sponsored by the Carmel Valley Chamber of Commerce, which undertook the responsibility, according to its president, Rex White, "...merely as a public service, a matter of public information."

"The question of the Valley's eventual incorporation has been kicked around ever since I came here," White explained. "There have been all sorts of arguments about it and always on the basis of guesswork. We thought that by getting together as many facts as possible, people would be able to think about the Valley's future in a more sensible way, that it would be a useful thing to offer the community."

White added that he "didn't know where the idea came from" that the study was intended to imply criticism of County officials. "Naturally all of us occasionally are unsatisfied with the amount the County is able to do for us, but I have belonged to the Chamber from the time it was founded, and I cannot ever remember them making any personal criticism of our Supervisor or Planning commissioner."

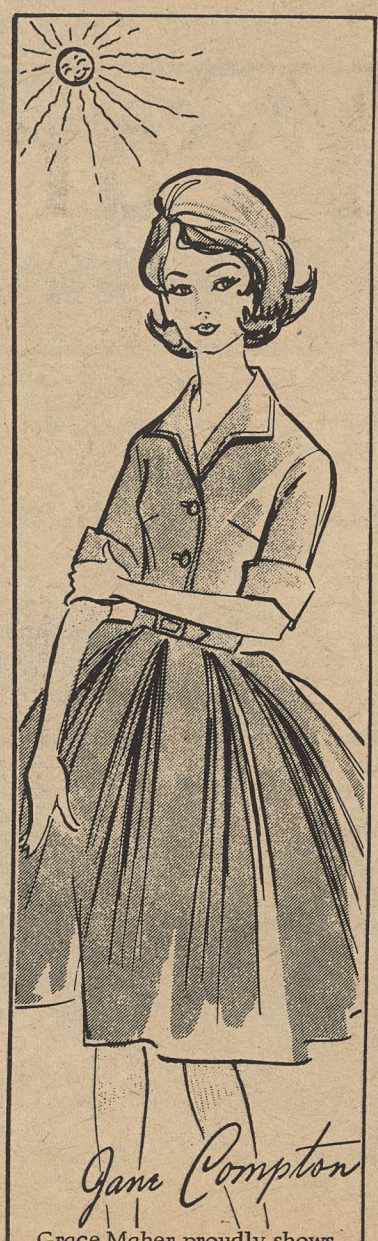
"We're proud to offer the study to the community as a matter of interest, with no strings attached" White said, "Mike has done a lot of worthwhile work and deserves a lot of credit."

Al Fry, proprietor of Carmel Valley Inn, whom White recalled was first to suggest the service of Coro Foundation, had this to say:

"We availed ourselves of an opportunity for the services of a trained person -- young, yes, but specially trained and able to be more objective than most of us by virtue of being an outsider. He has done a tremendous job of bringing together information -- it would probably have cost the community $3000 to $5000 to hire someone to duplicate the tremendous job he has done. Everybody in the community should have the opportunity to read and evaluate that study."

Tom Hefling, who was appointed chairman of a committee to make arrangements for the young intern's visit here, said the study was for the purpose of "collecting facts via a person with no axe to grind." He expressed regret that parts of an article in last week's Herald "made it sound as if the Chamber is advocating incorporation. We have not even considered the question, merely tried to provide information for all to consider. The article also made it seem as if the Chamber had criticized the county. There has been considerable criticism at various times -- but not from the Chamber of Commerce."

A week ago the executive committee of the Chamber board -- the only ones who have seen the study so far -- voted to release the entire study to the Outlook for publication (see pages 11 - 22 inside). The decision was made not only to allow a much larger number of people to read the study than would otherwise have been possible, but also to satisfy a requirement of Coro Foundation that communities served by its interns furnish copies to the Foundation for distribution to university and other libraries, to research organizations, and so forth. Individuals and groups in the community have underwritten the costs of publication.



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LETTER TO EDITOR

Dear Editor:

Just a short note to thank you for your publicity of our recent Missionary Clergy Conference in Carmel and Carmel Valley. There were many fine comments about the beauty of the Valley and the friendliness of the people in the Valley.

In particular, the clergy wanted to express publicly their appreciation to Mr. and Mrs. Joseph Pastore, at whose motel most of the meetings were held. The Pastore's warm hospitality made quite an impression on the clergy and their families and was a credit to the whole Valley. The lovely setting of the motel together with the mildness of the climate made a lasting impression on these visitors.

Thanks again for your fine publicity.

Sincerely,
The Rev. James W. Brock

Will you please print:

Phil Calabrese, who has had a permit for a year to operate a rock crusher on the Wolter's property, has submitted an application for a two-year renewal of this permit.

Mr. Calabrese has not produced any gravel or done any road work on the CV Golf & Country Club subdivision.

Mrs. Phil Calabrese

(Ed. Note: We're sorry. We very much dislike making an error of this type, try hard not to, and usually succeed. Please forgive us.)

Bits 'n Pieces

by Ye Editor

Of Pens & Swords

Recently an irate subscriber took issue with something that had appeared in this paper in favor of the Rumford Act.

"How could you print an article like that?" she demanded, with flashing blue eyes (in private life she is one of Carmel Valley's prettier young matrons.) "How could you, when you have always said that the Outlook will not take stands on national political issues?"

Editors grow accustomed to parrying blows, so in time-honored fashion we answered one question with another:

"Was that an 'article", as you said, or was it a letter to the editor?" "Is there a difference?" she next inquired. She wasn't parrying. She really wanted to know. This may be astonishing to some of our more perceptive readers, but we have become gradually aware over a long period of time that many, many readers do not understand the difference.

This means that they do not understand the privileges and functions of a free press! And citizens who do not understand their freedoms are going to have a mighty hard time retaining them!

On the other hand, it strikes us as a healthy sign that people who have not paid much attention to newspapers heretofore are becoming sufficiently concerned about the State of the Union that they are beginning to read with unaccustomed thought and interest. This means reading critically, as our well-meaning young critic had indeed been trying to do.

To read critically, one must distinguish between fact and opinion. An honest newspaper or newsmagazine is extremely careful to present facts in its news stories, and opinions only in its editorials. Like church and state the two should not be mixed -- although they too often are, sometimes through carelessness, sometimes - we fear - by design.

Recently a reader wrote us as if to complain that she could not guess the personal opinions of Mrs. Dorothy Reed, our assistant editor, from reading her reports of Planning Commission meetings. Actually, she was paying Mrs. Reed and this paper a high compliment. Unwittingly she was also suggesting that the news media in this country have in some cases fallen pretty far from grace!

Besides presenting factual reports and (separately) editorial opinion, a newspaper has a duty to allow readers to express opinions -- even if these opinions differ greatly from the policy of the newspaper which publishes them.

We reminded our irate visitor of this but she was still unconvinced. She even looked slightly cynical.

"Have you ever printed a letter that you didn't really agree with?" she wanted to know. We reminded her that a couple of years ago, after we wrote an editorial which criticized the local John Birchers, we had printed half a dozen letters blasting us for our stand (along with half a dozen which commended us for it.

So far, we have received and printed two letters from local residents who favor the Rumford Act. (We receive a constant barrage of opinion letters which are mimeographed or even printed and sent to us, and to many other newspapers no doubt, from other areas. These have no place in a newspaper which exists specifically to represent your particular community!)

To date we have not received any letters from local citizens favoring the initiative to repeal the Rumford Act. Any that we might receive in the future will of course be printed -- but please note that we do not print letters signed by psudonyms if we detect them (as we have several times.) That is, local people who are evidently afraid to sign their names will occasionally write us a "hot" letter and sign it by a name which is (1) not familiar to us (2) not in the directory (3) not familiar to the postmaster or the route carrier. Such letters are filed in a special folder and more than once we have amused ourselves later by being able to identify the handwriting, typewriting, and /or general style of expression. (We hope at least a couple of our readers are blushing.)

One of our most galling experiences as an editor, incidentally, occurred when we printed out of a sense of duty a letter which was extremely distasteful to us personally. (Every reader has a right to an opinion, too!) This letter caused a lot of unfavorable reader reaction, with the evident result that the writer told some of our readers that the editor had made it up! Wow! We make it a prac-

CONTINUED ON PAGE 30

Carmel Valley Outlook

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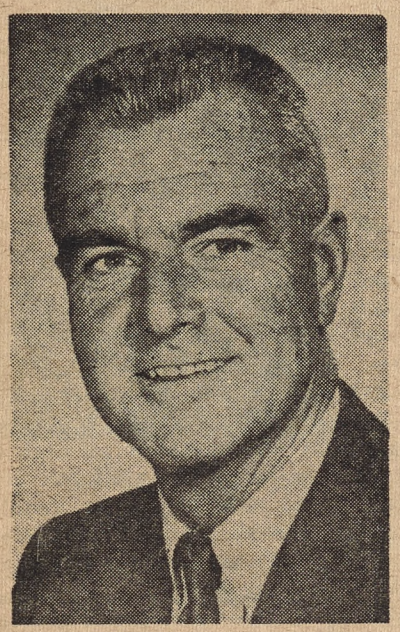
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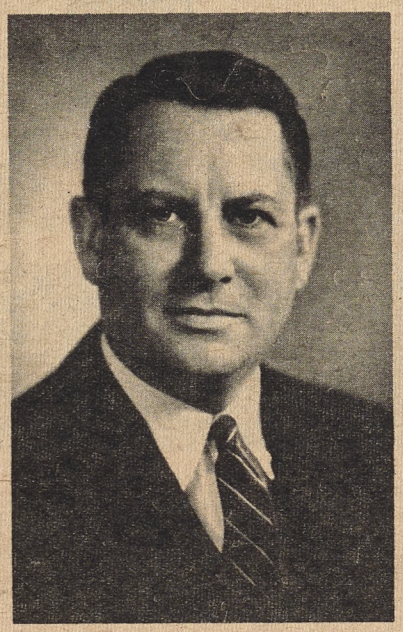
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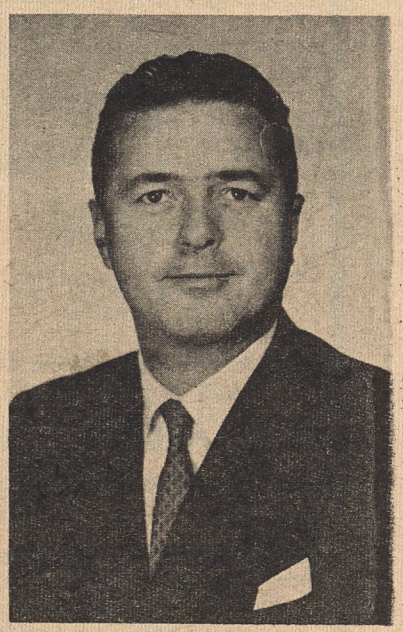
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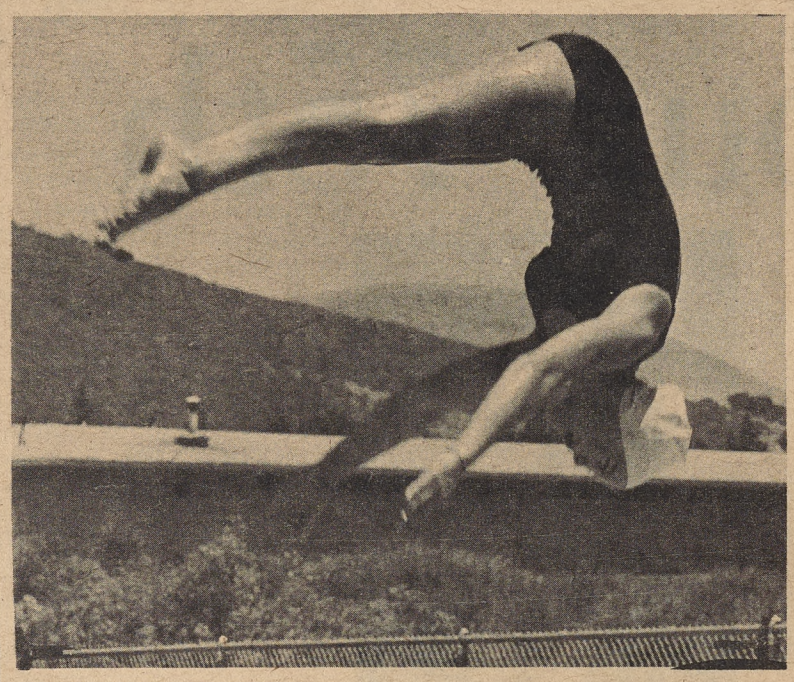
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CONNIE WERMUTH
performed at the opening of CV Community pool last Saturday.
...Lots more pictures on page 29

Win Arabian Honors Valley Equestriennes

The first annual All-Arabian Summer Horseshow was presented at Santa Cruz County Fairgrounds last Sunday by the Arabian Horse Association of Northern California, and two Carmel Valley girls returned with honors.

Susan McArthur, daughter of Dr. and Mrs. Roderick Mc Arthur, and Susan Stanley, daughter of Dr. and Mrs. Douglas Chappell placed first and third, respectively in the "In-hand Showmanship" class, thus accomplishing something "Carmel Valley can certainly be proud of," so stated Mrs. Roy Forzani, well-known equestrian judge, who was present at the Arabian event.

On her horse, Latigo, Miss McArthur also won third place in the Stock Saddle Seat class, fifth place in Saddle Seat Equitation and fourth in the Egg Marathon.

Miss Stanley with her mount, Rokaz, placed fourth in the Hunt Seat Equitation event and 6th in the Egg Marathon.

White Oaks Theatre Opening

Audience Loves "The Boy Friend"

REVIEW BY DUKE SCOTT

"Fun" is the best description for the first production of the new season at the White Oaks. "The Boy Friend", a musical of the roaring 20's, is a fun play. The cast obviously has fun doing it. The spectators had enormous fun watching.

Ordinarily one would now either congratulate or criticize the players but we believe the main kudos should rest on the shoulders of the staff. The production had, for want of a better word, quality. The costumes, sets and lighting were excellent. The direction was thoroughly professional and the musical direction was fine.

The only technical aspect that fell short was the dancing; this was neither the fault of the dancers nor the choreographer but rather the lack of space, on a limited stage, to perform in a grand manner. The sounds, not sights, of terpsichore were clod-dish on boards that echoed redundantly throughout the performance, making one wish for more music and less dance. We can only hope that the boards are stronger and the carpenter firmer in the construction of the stage flooring in the new White Oaks Theatre abuilding.

As for the actors: Within the framework of the aim of this theatre group, which is to "train young people, interested in making a career of the Theatre -- acting, dance, voice and music," the entire cast was outstanding. Four of the performances were far above the training level. Christopher Milo, Kate Porter, Jerry DeWilde and Sally Champlin, playing as the adult members in the musical were all consistently excellent in their respective roles. Collectively, they "stole" the show!

The two romantic leads featuring Mary Bridgit Mulkey as Polly Browne and Les Mendell as Tony, "The Boy Friend", were very good amateur performances. Both have the style, flair and ability to become successful. They are also extremely good looking not only individually, but also as a couple, which in the theatre is a distinct advantage. Within the concept of this production as a training ground for them (and the others in the cast), they should and will, we are certain, grow in stage stature during the course of the summer. Their voices were good yet not quite strong enough. Sitting in the last row, some of the lyrics were indistinguishable. Confidence in their singing ability might improve this.

En masse, the rest of the cast was more than adequate. We have the feeling that as the season goes on the performances will improve. A one-month run of each show produced is not conducive to going stale in a part. Vocally, there was not a bad voice present. Histrionically, we enjoyed all the actors.

Returning to our original premise that "The Boy Friend" is a "fun" show, we interject another word along this line: You will rarely find any show composed of such a generally likeable cast of young, warm, friendly actors, responsive toward the audience and themselves. This feeling is self-evident in the performance to the point where you cannot help but share their congeniality. The absence of any obvious ego-oriented performance is an interesting phenomena which makes this show such a pleasure to the performers and audience alike.

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The Rev. Samuel E. Smith Returns To Carmel



THE REV.
SAMUEL E. SMITH

Once again a Monterey Peninsula resident - as of today - is the Rev. Samuel E. Smith, son of Mr. and Mrs. Samuel Smith of Carmel Rancho Shopping Center, and brother of Don and Jim Smith of Carmel.

Fr. Smith will be joining the staff of All Saints' Parish in Carmel for July and August, and in September becomes priest-in-residence and instructor in English and Social Studies at The York School in Monterey.

Fr. Smith has just completed two years as assistant in St. Paul's Episcopal Church in Walnut Creek. A 1954 graduate of Carmel High School, he attended Massachusetts Institute of Technology and the University of California at Berkeley where he received his degree in 1959. His three years of theological training was spent at the General Theological Seminary in New York City.

Fr. Smith will be living in the new dormitory on The York School campus, and assisting in his home parish of All Saints', Carmel.

THE LARRY CLARKS MOVE FROM CV TO CARMEL

The recently-married Mr. and Mrs. Larry Clark have moved from Ford Road in Carmel Valley to Carmel.

"We really hated to move since it was our first home and we love the Valley so much... the people are so nice!" So Said Mrs. Clark (Connie) who was a student teacher in Miss Healy's second grade at Tularcitos during the past semester. She graduated last month from San Jose State with a degree in Psychology and Education.

Connie explained that they felt Larry should be closer to his business, the Carmel Sport Shop. They are now living on Hatton Lane only a few blocks thence. Their new address is P.O. Box 2351, Carmel.

Ariel Lane Serves Again In Mid-Valley

Ariel Lane, original president of the Mid-Valley Property Owners Association, was re-elected to that office last week, Mrs. Louise Pratt was elected secretary. Members of the board of directors will be (for one year) Marie Frumkin, Tom Steiny and Roy Meadows, Sr.; (for two years) John Anderson and Beverly Stover.

Outgoing president Lawrence Horan, who with his family leaves this area soon for a Peace Corps post in Santo Domingo, Dominican Republic, told the group that in two years -- when he is slated to return -- "I hope this group will be bigger and stronger than it is now." About 30 people were present at the meeting in the multi-purpose room of Carmelo School.

The group voted to oppose rezoning of land in Berwick Manor to permit a service center for P.G. and E., on the grounds that the many trucks were a potential hazard to what one member called "probably the highest concentration of children of any tract in Carmel Valley". The resolution also stated that the proposal was "out of keeping with present and future plans for that area."

Members of the group were delegated to contact members of upper and lower Valley advisory committees and the County planners as well as the CVPOA for the purpose of discussing the problem in long-range terms. Members felt that the pressure for a public service area and/or C-2 zoning would increase with the years, and that it might be advisable to set aside an area for P.G. and E. and perhaps other utility-type projects which might be deemed necessary to an expanding population. Opinions of the other interested local groups will be sought.

CVPOA Meets

Luis Wolter presided over the monthly meeting of the board of directors of the Carmel Valley Property Owners Association last week, in the absence of president George Brown who is in the east visiting his brother who recently suffered an accident.

Lew McCreery was appointed second vice president of the group.

Larry Horan moved to oppose the P.G. & E. rezoning application in Berwick Manor and after some discussion the motion carried. It was then moved by Don Roberts that the group form a committee to help P.G.& E. locate a feasible spot for a maintenance yard. The motion passed and Lew McCreery was appointed chairman of the committee.

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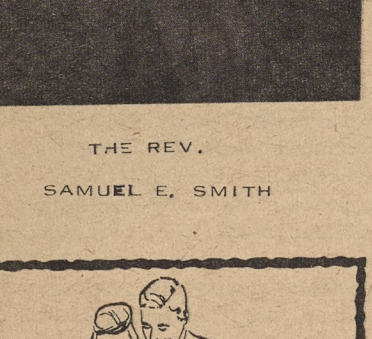


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STARLITE • Dainty, feminine case with white or yellow top. Has 17 jewels. Shock-resistant. Unbreakable mainspring. Has nylon cord. Stainless steel back. $19.95

SPORTSMAN • Rugged young man's model. 17 jewels. Shock and moisture-resistant. Unbreakable mainspring. Stainless steel back. Has a luminous dial. $19.95

EASY TERMS
KRAMER BROS. Jewelers
419 ALVARADO ST.
MONTEREY, CALIF.
'NEXT TO STATE THEATRE'
OPEN FRIDAY UNTIL 9

Derek Rayne, Ltd.
SEMI-ANNUAL SALE
SAVINGS OF 25% TO 50% OFF
SALE Begins FRIDAY, JULY 3rd



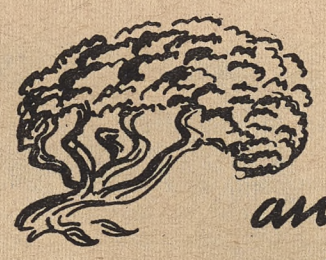
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OCEAN NEAR LINCOLN CARMEL
ALL SALES FINAL
NO REFUNDS OR EXCHANGES

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LETTERHEADS?
• Office Forms
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— Next To Sears —

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PROGRESSIVE COURSES
BLACK BELT INSTRUCTORS
Peninsula Judo Academy
Classes From 5 P.M. Daily
OPEN TO ALL
Spectators Welcome
375-2811
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Downtown Monterey
Reasonable Rates


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BEAUTY MAGIC
starts with a new hair fashion
PERMANENT
WAVE SPECIAL
Includes: Style, Cut and Set
$10.00
ADOBE
BEAUTY SALON
502 Munras Ave., Monterey • 375-6321



Under the Oaks and Among the Cactus



by Mildred Hattan

Attending the elementary school graduation of their granddaughter, Jacquie Wittmann in San Ardo, recently were Mr. and Mrs. Baxter Meyers.

¶¶¶¶¶¶¶¶

The Salinas Valley Shrine Club attended in force the theatre party held opening night of "Boy Friend" at the White Oaks Theatre.

¶¶¶¶¶¶¶¶

A lingerie party was held last week at the Esquiline Road home of Mrs. Richard McKenzie. Pat Douglas was fashion coordinator and commentator for the popular "shop in the comfort of your living room" affair. Modeling the apparel were Doris Davis and Doreen McKenzie. Guests included Mrs. R. M. Nessel, Mrs. George Palmer, Mrs. Evelyn Ammerman, Mrs. Charles Gansel and Mrs. Alexander Collins.

¶¶¶¶¶¶¶¶

Did'ja notice under the 25 mile per hour speed sign across from Adobe Oaks Motel is another sign which reads "Hondas do your best!"

¶¶¶¶¶¶¶¶

Father's Day visitors from Merced at the home of Mr. and Mrs. Joe Branco and family were Mr. and Mrs. Malcom Beavers. Mary Anna Branco returned home with her aunt and uncle for a two week vacation.

¶¶¶¶¶¶¶¶

More new residents are Mr. and Mrs. William Isaacs who have purchased the Don Schoemann home. When the Schoemann family was transferred to Sacramento, the Isaacs were sent from San Jose to the Peninsula. Suzie, Bill and their 2 1/2 year old daughter, Karlyn, are delighted with their new home under the oak trees by the river on Del Rio Road.

¶¶¶¶¶¶¶¶

Four boys from the Community Chapel spent a week at senior high camp. Mr. and Mrs. O. L. Otteson and Mrs. Ed Haber provided transportation for Marc Johnson, Terry Wershing, Warren Haber, and Stephen Hall.

¶¶¶¶¶¶¶¶

Former Valleyite Charles E. Perry and his wife, Carmen, have been Valley visitors for two weeks from their home in Noorvik, Alaska. The Perrys are stationed with the Bureau of Indian Affairs in an Eskimo Village located 40 miles north of the Artic Circle and 250 miles north of Nome. Carmen teaches, and Chuck is a teaching principal in a school with an enrollment of 157. Their two-year assignment has been an exciting experience spiced with reindeer roundups, dog sled racing, and caribou hunts. They are returning to Noorvik (accessible only by dog team or airplane) for another two years and taking with them two GLORIOUS Valley sun tans... acquired with their first Valley purchases; SWIM SUITS!

Also guests at the Mark Hatton home were Mr. and Mrs. Noel Deets, children, Gayle, Leigh Ann, Bill and nephew David Clawson. The Deets family were making a hurried tour of California and their favorite vacation spot, Carmel Valley, before Noel, a speech specialist at Redmond Oregon enrolled for the summer session at the University of Oregon.

¶¶¶¶¶¶¶¶

Bob Steliga celebrated his 18th birthday last weekend with a family dinner before leaving for a summer with the Forest Service Fire Control out of Kind City Headquarters on the Arroyo Seco. Bob is the son of Mr. and Mrs. Tony Steliga, El Caminito Road.

¶¶¶¶¶¶¶¶

SCHEDULE OF CLASSES FOR THE CARMEL ADULT SCHOOL
Beginning July 6, 1964
SUMMER SESSION

Explanation Of Location Symbols S--Sunset Elementary School HS--Carmel High School CVM--Carmel Valley Manor JHS--Junior High School

COURSE	PLACE	DAY	TIME	INSTRUCTOR
FINE ARTS				
DRAWING AND PAINTING	HS ROOM 4	M., W.,	7:30 P.M.–10:00 P.M.	JEANNE FOSNOT
LIFE DRAWING	HS ROOM 4	T., TH.,	7:30 P.M.–10:00 P.M.	FEG MURRAY
OUTDOOR PAINTING	S ROOM 17	M., T., W., TH.	1:00 P.M.–4:00 P.M.	CLARENCE BATES
PORTRAITS	S ROOM 16	T.	1:00 P.M.–4:00 P.M.	KAY RODGERS
	S ROOM 17	M., W.	7:15 P.M.–9:15 P.M.	KAY RODGERS
COLOR AND DESIGN (ADVANCED)	S ROOM 16	T.	9:00 A.M.–12:00 NOON	NANCY JOHNSON
SKETCHING AND PAINTING (BEG.)	S ROOM 16	M.	1:00 P.M.–4:00 P.M.	NANCY JOHNSON
SKETCHING AND PAINTING (ADV.)	S ROOM 16	TH.	9:00 A.M.–12:00 NOON	NANCY JOHNSON
WATER COLOR (BEGINNING)	S ROOM 16	W.	9:00 A.M.–12:00 NOON	NANCY JOHNSON
WATER COLOR (ADVANCED)	S ROOM 16	W.	1:00 P.M.–4:00 P.M.	NANCY JOHNSON
CRAFTS				
JEWELRY – ART METAL	HS METAL SHOP	T., TH.	7:00 P.M.–10:00 P.M.	JAMES AGAN
POTTERY	S SHOP	M., W., F.	9:30 A.M.–12:30 P.M.	ROBERT LYNN
		M., W.	1:30 P.M.–4:30 P.M.	ROBERT LYNN
		M., W.	7:00 P.M.–10:00 P.M.	ROBERT LYNN
FAMILY EDUCATION				
CARMEL PARENT NURSERY SCHOOL		PHONE 624–4397 OR 624–4472		ROSA DONER
SEWING	HS ROOM 2	M., W.	1:00 P.M.–4:00 P.M.	ESTER ELLIS
INDUSTRIAL ARTS				
MACHINE WOODWORKING	JHS SHOP	M., W.	7:00 P.M.–10:00 P.M.	HOWARD BYRNE
LITERATURE AND READING				
WRITING FOR PUBLICATION	HS LIBRARY	T., TH	7:30 P.M.–10:00 P.M.	MAXINE SHORE
MUSIC				
SUMMER BAND	HS MUSIC ROOM	TH.	7:30 P.M.–10:00 P.M.	JOHN FARR

TUITION: A FEE OF $3.00 WILL BE CHARGED TO ENROLL IN EVENING SCHOOL. THIS ALLOWS YOU TO TAKE AS MANY CLASSES AS YOU WISH. ADDITIONAL FEES WILL BE CHARGED IN CLASSES DEMANDING SPECIAL SUPPLIES AND EQUIPMENT.

REGISTRATION: REGISTER WHEN YOU COME TO CLASS. ATTEND THE FIRST CLASS IF POSSIBLE

CLASS SIZE: CLASSES WILL NOT BE STARTED UNLESS THERE ARE 15 OR MORE REGISTRANTS, AND AN AVERAGE OF 15 MUST BE MAINTAINED.

FOR FURTHER INFORMATION: CALL CARMEL ADULT SCHOOL, 624–1714 MONDAY THROUGH FRIDAYS BETWEEN 8:30 A.M. TO 12 NOON.

Medill Bair, District Superintendent — *Charles L. Dawson*, Principal

EVERYTHING
IN RECORDS
for everyone
in the family


OPEN DAILY 10-7 EXCEPT SUNDAY
BANKAMERICARD
welcome here
LIGHTHOUSE SQUARE
PACIFIC GROVE
FR 5-6564
CARMEL
RANCHO
SHOPPING CENTER
MA 4-4334



GEORGE T.C. SMITH, PHOTO

Lunch With The Boss

Robert Baugh of Carmel, office manager of Pacific Telephone Company in Monterey, took ten young ladies to lunch at Plaza Linda in Carmel Valley last week. The luncheon was a special treat because "last month's performance was so excellent," explained Mr. Baugh. The young ladies pictured are (left to right) Doris Plubell, Elizabeth Hinebauch, Sereta Lindsay, Gail Enea, Kathryn Nyman, Shirley La Loggia, Nadine Skonberg, Michel Knorr, Gerry Bidelman and Diane Trenner. They are one of three groups of service representatives; the other two groups will be treated to a Mexican menu in Carmel Valley Village on succeeding weeks, for the same reason.

MICHIGAN ALUMNI

Charles Hough of Carmel Valley was elected president of the University of Michigan Club of the Monterey Peninsula at a dinner metting at Robles Del Rio Lodge in Carmel Valley last week. Joseph Baylis of Pebble Beach was elected vice-president and Mrs. Joseph Baylis, secretary. Professor Wan of the Defense Language Institute of Monterey was elected treasurer.

Members enjoyed a movie, "Football Weekend at Ann Arbor."

Mr. Hough invites any alumnus of the University of Michigan who resides on the Monterey Peninsula to join the group. By telephoning Mrs. Joseph Baylis at 375-2827 he or she may be certain of notification of the next meeting.

Sodality Meets July 7

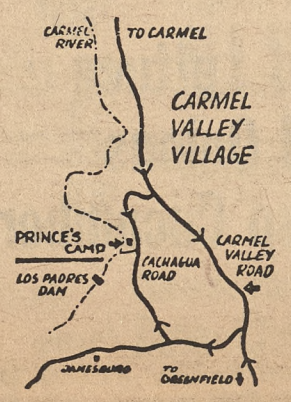
The July meeting of the Sodality of Our Lady of Mount Carmel Church is scheduled for Tuesday, July 7, at 8 p.m. at the home of Mrs. W. G. Hatch at 63 Rancho Road. It will be open to members as well as all the women of the parish.

Mrs. George Shepard and Mrs. Kevin Walsh, who were hostesses at last week's Bridge-Canasta-Coffee, report that the group had a thoroughly enjoyable and relaxing afternoon in the recreation room of the Rancho del Monte Country Club. The room opens out upon the decks of the Club's lovely tree-shaded pool, and members were able to enjoy a luncheon at the Club's lunch room before their card games if they wished.

The Sodality plans another card party, the third in the series, on July 10. It will be again at the Country Club beginning at 12:30 p.m. and will provide a strictly for-fun event for Sodality members and their friends.

On the spiritual side of the calendar, Prefect Mrs. Hatch reminds all members to mark this Sunday, July 5, as Communion Sunday. All members are invited to receive Holy Communion as a group at the 12:15 Mass that day.

GOLDEN CHARM
the House of Beauty
EVELYN OGAWA, OWNER
BY APPOINTMENT MA 4-2714
CARMEL RANCHO SHOPPING CENTER
HIGHWAY 1 AND CARMEL VALLEY ROAD

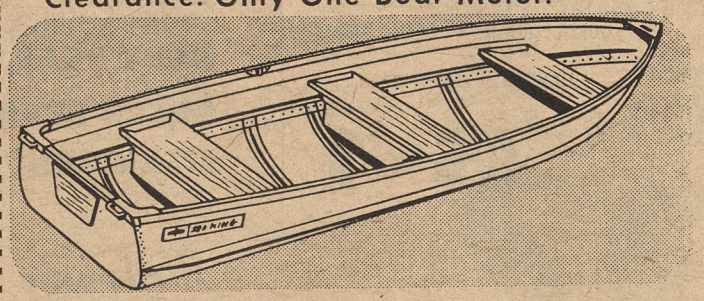
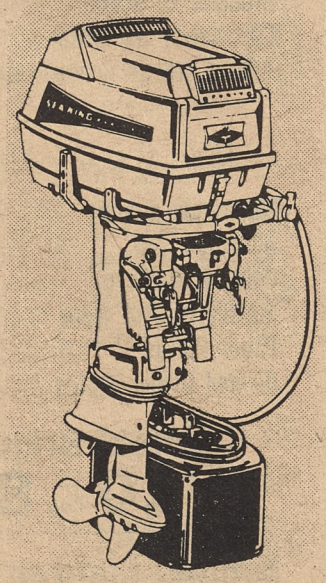
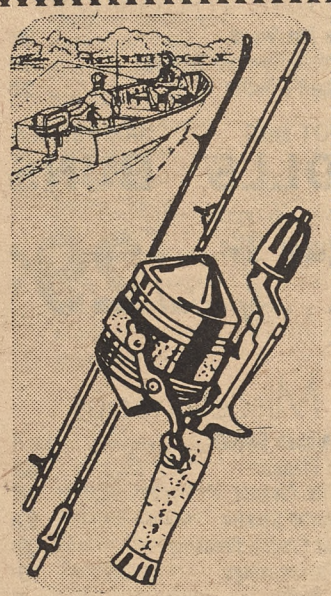
BAR-B-QUE
SUNDAY JULY 5
FROM 1 p.m.
At Rex L. White's
Princes Camp
CACHAGUA ROAD
IN UPPER CARMEL VALLEY
AT BEAUTIFUL, SUNNY
CACHAGUA
NEAR LOS PADRES DAM
STEAK $2.00
CHICKEN $1.50
'BRING YOUR OWN SILVER'


FREE! HOT DOGS FOR THE KIDS
COCKTAILS BEER SOFT DRINKS
Trout Season Is Here!

CARMEL RIVER AND LOS PADRES DAM ARE WELL STOCKED
BRING YOUR FISHING GEAR
FOR INFORMATION PHONE 659-2678

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Open 7 Days a Week 9A.M. 'til Dark
SWING ALONG WITH TOM CALDWELL AND JACK MORRIS OUR TEACHING PROFESSIONAL
Monterey 372-6875

MONTGOMERY WARD
IN DOWNTOWN MONTEREY FR5-4147
MARINE CLEARANCE
These Items Drastically Reduced For Clearance. Only One Boat-Motor.

14-FT. ALUMINUM AUTO-TOP BOAT
Goes anywhere! Fits atop car—ideal for fishing! One-piece bottom. 3 seats.
166.00 REG. 219.00

565.00 SEA KING 40-HP OUTBOARD
Now 419.00
Smooth! Quiet! Powerful! Skims skiers easily. Elec. starting; auto-type fuel system; 6-gal. tank; full gearshift.

10.00 OFF! ZEBCO ROD, REEL, LINE
10.88 VALUE 20.90
2-pc., 6' glass rod. Reel has "Feather-touch" control, adjustable drag; 130 yds. 6-lb. test mono line.

JUMBO SIZE CANTALOUPES



Nice and Fresh . . .
27 Size Melons
Plenty of Thick
Pink Meat . . .
Small Cavity!

2 for 49¢

Red Haven Peaches Full Flavored, Juicy — 2 Lbs. 49¢
Santa Rosa Plums Firm and Ripe . . . Ready to Eat! — 2 Lbs. 39¢
Sunkist Lemons Big, Juicy—140 Size — 12 for 49¢
Orange Juice Vita-Pakt—48-oz. Decanter (Non-Returnable) — 79¢

FRESH GOLDEN CORN

A Safeway BEST Value
For Your Holiday Feasting

California's Finest, And A Really Great Treat For The Whole Family!

Boil or Barbecue!

6 Ears 29¢



WATERMELONS -LB. 5¢
Radishes & GREEN ONIONS Fresh Full Bunches — 3 for 19¢
Crisp Celery Clean Green Stalks—Each — 25¢
Fancy Tomatoes Large Size, Firm and Ripe —Lb. — 29¢

Leaf Lettuce Red, Butter, Romaine or Australian—Each — 3 for 25¢
Red Onions Mild, Sweet Flavor . . . Best For Salads — 3 Lbs. 25¢
Crisp Cucumbers Calif. Grown — 3 for 29¢

CALIFORNIA MUSHROOMS
Fresh Cut, Cultivated
Lb. 59¢

Pickles & Olives

Large Pitted Ripe Olives	Town House 7½ oz. Can	3 for 89¢
Pitted Ripe Olives	Town House—7-oz. Can	3 for 89¢
Chopped Ripe Olives	Town House—4¼ oz. Can	10¢
Cucumber Chips	Zippy, Fresh—15-oz. Glass	4 for $1
Pickle Relish	Del Monte, Sweet—14¼ oz. Glass	29¢
Lunch-N-Mix Olives	El Paseo—10½-oz. Glass	39¢
Cucumber Pickles	S&W—22-oz. Glass	49¢
Kosher Dills	Zippy, Whole or Sliced—22-oz. Glass	39¢
Whole Sweet Pickles	Del Monte—22-oz. Glass	59¢
Whole Dills	Zippy, Kosher or Regular—56-oz. Glass	69¢

Stuffed Green Olives
Empress—In 5-oz. Old Fashioned Glass **39¢**

From The Bakery

Raisin Nut Bread	Skylark—15-oz. Package	39¢
Chocolate Covered Grahams	Busy Baker 12-oz. Package	39¢
Svenhard's Butter Horns	Package of 3 (Regular 43c) Special	39¢

HOT DOG ROLLS **HAMBURGER BUNS**
Mrs. Wright's—Package of 8
Regular 35¢ . . . *Special* **29¢**

Miscellaneous

IXL Chicken Ravioli	15-oz. Can	4 for $1
Oakite Cleaner	All-Purpose—1-lb. Package New at Safeway	33¢
Afta Tile Cleaner	Brush Top 16-oz. Plastic Bottle New at Safeway	99¢
Unflavored Gelatin	Jell Well—8-oz. Package	98¢
Original French Dressing	Girard's—11-oz. Glass	39¢
Girard's Dressings	French or Old San Francisco 6-oz. Glass	29¢
Baked Apples	Hume Whole, Cored—16-oz. Can	5 for $1
White Star Tuna	Chunk—6½-oz. Can (Solid Meat—7-oz. Can 39¢)	3 for 89¢
Boned Chicken	Swanson—5-oz. Can	3 for $1
Hormel's Pork Feet	Semi-Boneless—14-oz. Glass	39¢
Hormel's Deviled Spam	3-oz. Can	5 for $1
Hormel's Chili Con Carne	15-oz. Can	49¢
Chili with Beans	Hormel's—15-oz. Can	3 for $1

MIXED NUTS
Nut Shelf 13-oz. Can **69¢**

LEMONADE
Scotch Treat (Concentrated)—6-oz. Can
Regularly 8 for $1
Special **10¢**

Lemonade Bel-air Pink or Regular 6-oz. Can — 8 for $1

FRUIT PIES
Bel-air, 8-Inch, 1½ Pounds
APPLE, PEACH, PINEAPPLE, BOYSENBERRY, APRICOT, CHERRY OR PUMPKIN . . . EACH **39¢**

Blueberry Pies Bel-air—Each — 49¢

ORANGE JUICE
Bel-air or Scotch Treat
6-oz. Can—Your Choice
4 for $1

New From The Freezer

Cheese Enchilada	Van De Kamp's 7½-oz. Package	39¢
Shoestring Potatoes	Ore Ida 12-oz. Pkg.	3 for 89¢
Cottage Fried Potatoes	Ore Ida 14-oz. Pkg.	3 for 89¢
Broccoli Au Gratin	Stouffer's 10-oz. Package	49¢
Cauliflower Au Gratin	Stouffer's 10-oz. Package	49¢
Awake Orange Concentrate	9-oz. Can	45¢

BBQ & Picnic Needs

Mushroom Sauce	Dawn Fresh 5¾-oz. Can	10¢
Aluminum Foil	Kitchen Craft 75-Ft. Roll	69¢
Colliers Briquets	10-lb. Bag	$1.19
Sunset Plastic Ware	Knives, Spoons, Forks—Each	25¢
Paper Plates	9-Inch Bondware 100-ct. Package	88¢
Divided Dinner Plates	Royal Chinent 15-Ct. Package	59¢

Charcoal Briquets
Ozark 10 Lb. Bag **89¢**

Briquet Lighter Fluid
Superlite—½-Gallon Can **98¢**

BARBECUE SAUCE
Chris & Pitt's Regular or Hot 12-oz. Bottle — 3 for $1

BOOK MATCHES
Box of 50—Special **10¢**

More Frozen Foods

Bridgford Bread	White or Wheat Three 1-lb. Loaves—Package	49¢
Bridgford Bread	Raisin or Variety Pack Three 1-lb. Loaves—Package	59¢
Layer Cakes	Cozy Kitchen—24-oz. Package	98¢
Fried Onion Rings	Special Occasion 4-oz. Package	4 for $1
Pizza	Chef Boy-Ar-Dee, With Cheese—12½-oz. Package (With Sausage—13¼-oz. Package 59c)	49¢
Lucca Ravioli	Cheese or Regular—11-oz. Package	49¢
Lucca Mushroom Sauce	7-oz. Package	2 for 49¢
Macaroni & Cheese Dinner	Morton 20-oz. Package	39¢
Mexican Dinner	Patio—16-oz. Package	59¢
Beef Enchilada Dinner	Patio—12-oz. Package	49¢
Chocolate Eclairs	Rich's—4-Count—6-oz. Package	49¢
Parfait Cakes	Pepperidge Farm—Regular	69¢
Morton's Honey Buns	9-oz. Package	29¢
Orange Samoa	Snow Crop—6-oz. Can	6 for $1

Bel-air Dollar Values in *Frozen Foods*

LIMEADE • W.K. CORN • FRENCH FRIES
6-oz. Can 10-oz. Package 9-oz. Package
HASH BROWNS • POTATO PATTIES
12-oz. Package 12-oz. Package
COOKED SQUASH • TURNIP GREENS
14-oz. Package 10-oz. Package
CHOPPED or LEAF SPINACH
12-oz. Package
Your Choice **6 for $1**

At Safeway You Get BEST VALUES PLUS BLUE CHIP STAMPS!

Sara Lee Dessert Time Favorites

Chocolate Cake 17-ounce—Regular 89c . . . Special **79¢**

Apple Danish **Coffee Cake**
14-oz. . . . Regular 89c
Special **79¢**

Apple Spice Cake	14-oz. Package	89c
Banana Cake	14-oz. Package	89c
Brownies	13-oz. Package	89c
Cream Cheese Cake	18-oz. Package	89c
Pecan Coffee Cake	13-oz. Package	89c
Pound Cake	12-oz. Package	89c
Caramel Cake	All Butter—11-oz. Package	89c

Bel-air King Size Frozen Foods

FORDHOOK LIMAS 2-lb. Package • **GREEN BEANS** 28-oz. Package Your Choice
MIXED VEGETABLES 2-lb. Package • **GREEN PEAS** 2-lb. Package **59¢**

$ Values in Prepared Frozen Foods

Green Giant Vegetables In Butter Sauce . . .
BABY PEAS 10-oz. Package • **NIBLETS CORN** 10-oz. Package
GREEN BEANS 9-oz. Package • **LEAF SPINACH** 10-oz. Package
MEXICORN 10-oz. Package
Your Choice **3 for $1**

Birds Eye Brand Peas

In Cream Sauce • In Cream Sauce with Potatoes 8-oz. Package
With Pearl Onions 10-oz. Package
Your Choice **3 for $1**

TURKEYS or FRYERS
...BEST Bets For Holiday Barbecues



Take Your Pick...

TURKEYS
Manor House Fryer—Roaster Size
Govt. Grade A
Govt. Inspected
4 to 8 Pounds — Lb. 39¢

Manor House Brand
FRYERS
Govt. Grade A • Govt. Inspected
Always Best For Quality
CUT UP or SPLIT—Lb. 33¢
WHOLE FRYERS—Lb. 29¢

Ground Beef
Always Fresh at Safeway—Lb. 39¢
(Ground Chuck—Lb. 69c)

Shankless Smoked Hams



From Small Eastern Porkers
***Either Half or Whole**
*Halves Are Vacuum Packed
Your Choice...
Lb. 49¢

Canned Hams	Dubuque Brand, Boneless, Cooked & Smoked—8-lb. Can	$4.99
Italian Salami	Marconi—Cracker Size Sticks—14 ounces (Regular $1.29) . . . Special	99¢
Lunch Meats	Safeway's First Quality . . . All Regular 39c Packages ½-lb. Package	3 for 99¢
All Meat Franks	Safeway's Skinless—1-lb. Package—10c Off (Armour's or Swift's—1-lb. Package 53c)	49¢
Sliced Bacon	Armour's Star 1-lb. Package 49¢ / Safeway First Quality 1-lb. Package	48¢
Beef or Lamb Liver	Sliced—Your Choice—Lb.	39¢

Rib Roasts	Famous Safeway Trim . . . U.S.D.A. Choice Beef—Lb.	98¢
Market Steaks	Boneless . . . Just the Eye of the Rib U.S.D.A. Choice Grade Beef—Lb.	$1.69
Chuck Pot Roasts	Blade and 7-Bone Cuts. . . U.S.D.A. Choice Grade—Lb.	47¢
Crossrib Roasts	Boneless, U.S.D.A. Choice Grade Beef—Lb.	83¢
Lean Beef Stew	U.S.D.A. Choice Grade Beef—Lb.	79¢

Captain's Choice
SEA FOODS
Fish Sticks 8-oz. Pkg. 3 for 99¢
Fillet of Sole 1-lb. Package 59¢

Your Safeway will be OPEN Saturday JULY 4th

PRICES EFFECTIVE WEDNESDAY THROUGH SATURDAY, JULY 1, 2, 3, 4
HOURS
9 AM TO 7 PM
We reserve the right to refuse sales to commercial establishments.

Something to think about



SAFEWAY Does Not Attempt to Restrict Your Purchase by use of Ad Coupons or Limits of any kind

Hormel Spam	12-oz. Can	39¢
Kraft Velveeta	Cheese Spread—2-lb.	79¢
Cake Mixes	Mrs. Wright's—19-oz. Package (Angel Cake—16-oz. Package, 39c)	4 for $1
Juice Drink	Pineapple-Grapefruit Del Monte or Lalani—46-oz. Can	3 for 79¢
Beef Stew	Dinty Moore—24-oz. Can	39¢
Edwards Coffee	Vacuum Packed 2 Lb. Can	$1.37
Mayonnaise	Piedmont—Quart Jar	39¢
Pork & Beans	Van Camp's—52-oz. Can	39¢
Fruit Cocktail	Del Monte—17-oz. Can (Town House 17-oz. Can—4 for 89c)	4 for 89¢
Tomato Catsup	Highway—14-oz. Glass	2 for 25¢
Baby Food	Gerber's, Strained—Regular Jar (Junior—Regular Jar—6 for 89c)	10 for $1
Erlands Mushrooms	Pieces & Stems 2-oz. Can	8 for $1

Dairy • Delicatessen Needs

Lucerne Butter	1-lb. Carton	69¢
Cottage Cheese	Lucerne—Pint Ctn. (Quart Ctn. 57c)	29¢
Juice Drinks	Lucerne—Orange and Grape—½-Gal. Ctn.	2 for 49¢
Gelatin Salads	Lucerne Pint Carton	3 for $1
Bean Salads	Lucerne Pint Carton	2 for 89¢
For Chips	Lucerne Dips (Assorted) ½-Pint Carton	2 for 89¢

MILD CHEESE
Safeway—Random Weight Packages POUND **59¢**

Sliced Cheeses Safeway or Dutch Mill Regular 35c Packages 3 for $1

LUCERNE SALADS
Cole Slaw, Health, Macaroni or Potato —Pint Carton **29¢**
(Potato Salad—Quart 57c)

Grade AA EGGS
Cream O' The Crop
. . . the Freshest and the Best
MEDIUM SIZE Carton Dozen 35¢
EXTRA-LARGE Carton Dozen 43¢
LARGE 41¢ Carton Dozen

Lucerne Party Pride Ice Cream
Assorted Varieties (Peach is the Flavor of the Month)
Half Gallon **69¢**

Snow Star Ice Cream
Vanilla or Neapolitan Your Choice
Gallon Carton **$1**

Penny Savers

Crushed Pineapple	Libby's—20½-oz.	3 for 89c
Chili Con Carne	Dennison's With Beans 40-oz. Can	69c
Salad Macaroni	Golden Grain 1-lb. Package	2 for 49c
Salad Macaroni	Golden Grain 2-lb. Package	49c
Garbanzo Beans	Hi-Ho—15-oz. Can	2 for 25c
Pancake Mix	Krusteaz—3-lb. Bag	69c
Table Syrup	Steero, Hollow—24-oz. Glass	59c
Saran Wrap	50-Foot Roll	29c
Rice-A-Roni	Cheese, Beef or Chicken Golden Grain—Regular Package	3 for $1
Safflower Margarine	Kraft Miracle 1-lb. Carton	39c
Jelly or Preserves	Empress—Concord Grape 20-oz. Glass	39c
Instant Coffee	Folger's—6-oz. Jar	$1.19
Mashed Potatoes	Pillsbury's Family Size Instant—16-oz. Package	69c
Marshmallows	Fluff Puff—1-lb. Bag	19c

Spice Favorites

Accent Seasoning	4½-oz. Package	99c
Minced Onions	Crown Colony—3½-oz.	59c
Garlic Salt	Crown Colony—6¼-oz.	49c
Garlic Salt	Crown Colony—3¾-oz.	29c
BBQ Seasoning	Crown Colony—1¾-oz.	39c
Onion Salt	Crown Colony—3½-oz.	39c

Summertime Beverage Needs

BEER BROWN DERBY—12-oz. Cans Half Case (12) $1.57 • Full Case (24) $2.99 — 6 for 79¢
SODAS Cragmont—Regular & Low Calorie Assorted Flavors—12-oz. Can — 10 for 99¢

Mt. Castle Wines	Cal. Dry	$1.29	
Orange Base Drink	Small Cal. 6-oz. Can	6 for $1	
Hi-C Orange Drink	46-oz. Can	2 for 69c	
Hi-C Grape Drink	46-oz. Can	2 for 69c	
Hawaiian Punch	Pod—46-oz. Can	2 for 69c	
*Bonded Whiskey	Rock Brook 100 Proof 5th Bottle	$3.99	
*Blended Whiskey	Cold Brook 80 Proof 5th Bottle	$2.99	
*Straight Wiskey	Old Colchester 86 Proof 5th Bottle	$3.69	
*London Dry Gin	Stanton 80 Proof 5th Bottle	$2.79	
*80 Proof Vodka	Kavlana 5th Bottle	$2.79	
*Imported Scotch	Tartan Royal 86 Proof—5th Bottle	$4.69	
*Imported Scotch	MacNorie—86 Proof 5th Bottle	$4.69	
*Whiskey	6 Year Old—Bowling Green 86 Proof—5th Bottle	$3.79	
*Blended Whiskey	Old Stonybrook 90 Proof 5th Bottle	$3.99	
*Straight Whiskey	Twin Hearts—86 Proof 5th Bottle	$3.99	
*Gordon's Gin	90 Proof—5th Bottle	$4.29	

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Poll On Alcan Question

Last week at the suggestion of a reader we printed the box which appears at the right. We were amazed at the number of replies which promptly arrived If you too "meant to" express yourself but didn't "get around to it"--here's another chance.

Sheriff's Blotter

June 22 -- Many residents of Calle de la Ositos reported a drunken man in the area. Sheriff's officer arrested 49-year old Cruz Avila Payan, who claimed to be a resident employee of Rancho Carmelo

June 22 -- A lady living on El Caminito reported that she had left her home for a few hours on June 19. She left the back door unlocked. On return, she found a sticky substance inside and outside the doorknob. Someone had been into a jar of maraschino cherries; jar stuck to counter by cherry juice. Suspect: small boy in neighborhood.

June 25 -- R. M. Nessel reported that $446 had been taken from

CONTINUED ON PAGE 30

The Alcan Proposal

____I am for it.

____I am against it.

____I am on the fence.

THESE ARE MY REASONS:

Mail to Outlook, CV, or bring to our office in CV Village or to The Wells Bookstore at Carmel Rancho Center.

(To impress our lawmakers with the authenticity of this unofficial poll, it will be necessary for you to sign your name and address, establishing yourself as a bona fide local resident.)

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ADDRESS_____

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Hearing Aid Center
S & H Green Stamps
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Across from Post Office
Phone FR 5-5688
Thelma Sprague
Certified Hearing Aid Audiologist

SUPERVISORS DENY GAS STATION

The Board of Supervisors on Monday upheld an earlier decision by the County Planning Commission to deny the application of Richfield Oil for a use permit to build what would have been the 5th gas station within a 2-block strip on Carmel Valley Road in the Village.

Supervisors decided that esthetic considerations regarding the Village as a whole were, as the County planners had previously argued, sufficient grounds for denial. Richfield had appealed the decision to the Supervisors.

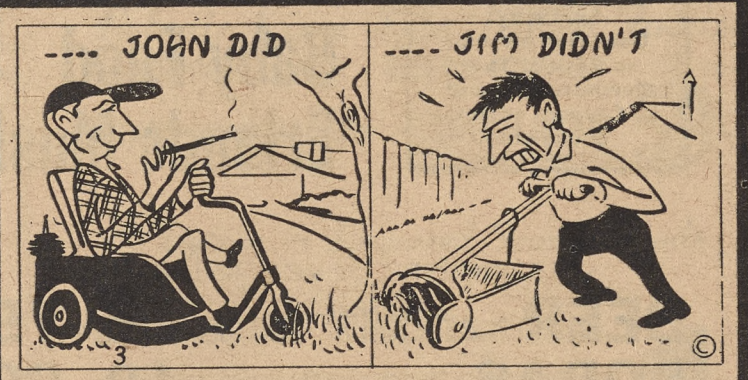
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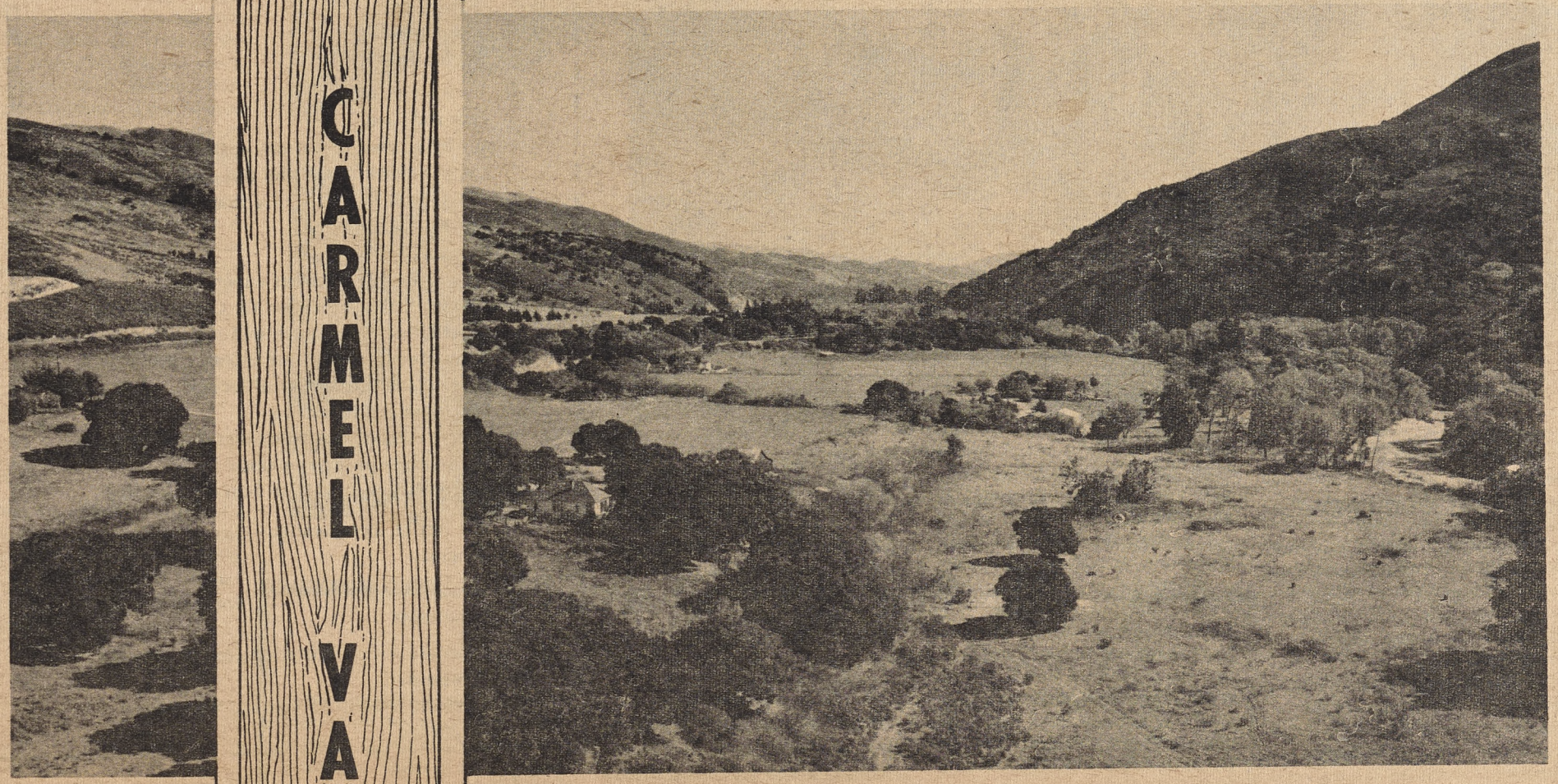
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POSSIBILITIES FOR YOUR FUTURE

A Study On The Feasibility Of Incorporation For Carmel Valley

By Michael F. Silberstein
Intern in Public Affairs
Coro Foundation

FOREWORD:

This study has been compiled under the sponsorship of the Carmel Valley Chamber of Commerce. The report fulfills a portion of the requirements of a course of study with Coro Foundation, a non-profit public trust established for further education and research in public affairs. The internship is designed to give practical training to qualified candidates who anticipate careers in this field.

The intern receives no reimbursement for his time other than the Coro Foundation Scholarship. Costs of preparation, publication, and living expenses in Carmel Valley were met by the Carmel Valley Chamber of Commerce.

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Carmel Valley Outlook



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INTRODUCTION AND ACKNOWLEDGEMENTS

The question of incorporation is one which regularly faces most unincorporated areas. There are numerous advantages and disadvantages which surround any such transition.

The goals which Carmel Valley would hope to realize through incorporation are basically twofold: one would certainly be the maintenance of its overwhelming rural charm; the other would be the achievement of a higher and perhaps more personal level of public service.

The author quickly succumbed to Carmel Valley's majesty and is as anxious as are its residents to see that the rural qualities of the Valley continue to exist. It is hoped that the following "possibilities for the future" will serve this end.

Grateful acknowledgement is extended to the Carmel Valley Chamber of Commerce for sponsorship and complete co-operation. Further acknowledgement and thanks are due to the many individuals who gave so generously of their time, ideas, and hospitality. Special thanks are particularly due to Rex White, President, and Tom Hefling, Vice President, of the Carmel Valley Chamber of Commerce for their invaluable aid; to Donald Stewart, County Assessor for Monterey County, for much time and counsel; to Mrs. Betty Branch and the Carmel Valley Outlook for supplies and diverse information; and to Mr. and Mrs. Jack Cowan for their gracious hospitality.

June, 1964

I. What Is Carmel Valley?

THE IMAGE

Carmel Valley is more than a geographical location on the Monterey Peninsula in the State of California. In many ways, Carmel Valley is almost a state of mind. It is a "rural residential community"[1] offering "peace and tranquility" to the diverse variety of residents therein.

Because Carmel Valley has green hills, "breathing room", and a rural atmosphere, its residents have come and remained. The valley is "a delightful place in which to live."

A sophisticated area too, Carmel Valley is interested in problems around it and around the world. Valleyites realize that many of the thousands of daily immigrants to California will seek to move to Carmel Valley. They realize also the foolishness of the notion of "putting a lock on a gate at the entrance (to the Valley) and throwing away the key." The Valley is concerned with how to accept more residents and yet maintain the rural aspects which create the image of Carmel Valley as an "enchanting place."

GEOGRAPHICALLY

Geographically Carmel Valley is considered to be laterally that area from California State Highway #1 along the Carmel Valley Road to the Jamesburg turnoff, and longitudinally hilltop to hilltop across the valley of the Carmel River and Tularcitos Creek. In essence, these boundaries are outlined by the Spanish Land Grant borders of Los Tularcitos, Los Laureles, Los Laurelitos, Canada de la Segunda and the James Meadows Tract and the northern portion of El Potrero de San Carlos. This broad area is Incorporation Consideration A.

Consideration B. to which the greatest portion of this study is devoted, includes areas presently populated at higher relative density or projected for denser population in the future. North of Carmel Valley Road, Consideration B extends from Hatton Canyon to Klondike Canyon approximately following a six hundred (600) foot topographical elevation and the outlines of the Carmel Valley Fire Protection District. South of Carmel Valley Road, Consideration B begins at California State Highway #1 and follows similar approximate boundaries after extending along the Carmel River for slightly more than one (1) mile.[2]

Consideration C for the creation of a city or town of Carmel Valley encompasses the present Carmel Valley Fire Protection District. This possibility comprised of Tax Assessment Areas 60-11 and 60-12, includes the present Carmel Valley Village, Robles del Rio, Camp Steffani, and subdevelopments and homes between Klondike Canyon and approximately two (2) miles west of the intersection of Los Laureles Grade and Carmel Valley Road.

POPULATION

Exact figures on the number of persons living in Carmel Valley are unavailable. Reasonably accurate approximations, however, can be made as follows:

a. Registered Voters multiplied by three (3)[3]

2379 x 3 = 7137

note: this figure is the "legal" population with regard to state subvention determinations until a census is taken.

b. Electrical Connections multiplied by 3.2

1721 (supplied by P.G. and E.) x 3.2 = 5507

c. The County of Monterey Planning Department, as a result of recent research, estimates the current population of Carmel Valley Planning Area to be approximately 5500 persons.

For the purposes of this study, we shall assume the population of Carmel Valley to be 5500 persons and discuss incorporation with this figure as the population to be served.

II Incorporation??

PROS AND CONS

—NON-FINANCIAL ASPECTS

The generally accepted arguments favoring incorporation are:[4]

1. The act of incorporation creates a city government through which a community can express itself, meet its problems, plan for the future and supply necessary services. The community will no longer have to depend solely upon the county and special districts.

2. Cities are traditionally more sensitive and responsive than counties to needs of a particular community.

3. It is probable that incorporation will result in a higher level of public services.[5]

4. Incorporation will provide a means of co-ordinating the public services presently supplied by special districts. Increased efficiency, greater economy, and improved service can be expected to derive from incorporation.

5. Incorporation will result in more effective local control of government. Citizens will be electing local peers to decide upon matters of local importance and to control local development. Incorporation increases a community's political effectiveness and confers added powers for self-determination in local affairs. Responsibilities for many local functions will shift from the county to the city. Instead of having to rely upon a single member of the five man Board of Supervisors for representation, the community will be able to choose its own direct governing body, the City Council.

6. The act of incorporation is not irrevocable. If after having incorporated, the community is not satisfied with its status, it may utilize a disincorporation procedure involving a petition by twenty percent (20%) of the qualified voters and a favorable decision in a city-wide election.

The generally accepted arguments opposing incorporation are:

1. Incorporation may be unnecessary if a community's needs are limited. Residents may prefer to organize special districts or utilize other alternative methods of supplying services.

2. Incorporation may not be desirable if residents are satisfied with the level of services provided by the county and with county control over area development.

3. A proposed city may not have adequate financial resources to support the level of services desired.

4. A proposed city may be insufficient as a planning area. Effective planning cannot be done piecemeal, yet separate incorporation means that the city, however unsatisfactory, would be THE unit for inclusive planning and zoning.

5. If the community has certain rural characteristics which residents wish to retain, incorporation may be regarded as an undesirable step toward urbanization.

FOOTNOTES

1. Quotations, unless otherwise indicated, are the words of Carmel Valley residents interviewed or overheard in the course of this study.
2. Tax Assessment District 60-04, generally excluded in area considered, follows this boundary and thus determined city limits along the Carmel River for this distance.
3. Even this figure cannot claim to be completely accurate because precinct areas do not always coincide with proposed city boundaries. See Appendix A.
4. Scott, Stanley and Keller, Lewis. Annexation? Incorporation? A guide for Community Action (Berkeley, 1959). pp. 76-77.
5. The term "public services" should be interpreted to include all services in which there is a community-wide interest and which may be supplied by a municipality.

A City Or Town Of Carmel Valley? - Some Specific Applications Of The Pros And Cons.

Pro

Representation:

Incorporation would create a five man city council responsible only to the residents of Carmel Valley. As the governing body for the city area, the time of the council would be devoted solely to affairs involving Carmel Valley. The city council should show a greater sensitivity and responsiveness to Carmel Valley concerns than a Board of Supervisors responsible for a whole county. Similarily, the effectiveness of a full council should exceed that of a single supervisor who, like the Board of Supervisors as a whole, must be concerned with areas in addition to Carmel Valley.

Planning:

Among the responsibilities of a city or town is city planning and zoning, Incorporation would bring about local control over the development, zoning, and land use of Carmel Valley.

Services:

A higher level of public services would result from incorporation, for this would be among the reasons for incorporating - particularly those services such as police protection, which many residents felt was not adequate in an unincorporated state.

Urbanization:

The creation of a city does not necessarily mean street lights, sidewalks, stoplights, smog, and similar metropolitan characteristics. The government of a locality should endeavor to reflect the views and desires of the included community. Thus, incorporation can create a body which, empowered to protect and regulate, will maintain the rural flavor of the locale.



GEORGE T. C. SMITH PHOTO

Con

Representation:

There would be no reason to incorporate if the residents feel that the Board of Supervisors is adequately responsive to the needs of Carmel Valley. Furthermore, some residents feel that there are inadequate resources of qualified personnel to fill city elective posts.

Planning:

There would be no need for incorporation if residents feel that the County Planning Commission adequately reflects, and will continue to reflect, the best interests of Carmel Valley in their planning decisions.

Services:

Incorporation would be unnecessary if residents feel that the level of public services is adequate. If there is substantial dissatisfaction with the level of any service or services, incorporation is not the only, nor necessarily the best means of improving their level or amount.

Urbanization:

Most people moved to Carmel Valley and/or chose to remain in Carmel Valley because it is an open, rural, "country-type" area. Incorporation would seem to be the voluntary creation of another level of government bringing into existence that which they were trying to escape by living in Carmel Valley.

What is Coro Foundation?

How Does It Work?

REPRINTED FROM THE OUTLOOK, APRIL 8, 1964

Coro Foundation has been responsible for incorporation studies made in Woodside, Brisbane, Saratoga, Santa Rosa, Tiburon, Novato -- and many other California communities. On the basis of these studies and other factors, some of the communities later incorporated; some did not.

Coro is a non-profit organization founded in 1942 "for education and research in public affairs". Its chief function is to educate outstanding young people for public service, but as part of their course of study these young people perform public service projects which "usually prove to be of genuine benefit...as well as providing actual job experience."

Graduates of the foundation have later gone on to hold such positions as treasurer of the United States, Vice Consul of the U. S. State Department, Deputy Director of Finance in the State of California, and so forth.

Each year Coro chooses a maximum of one dozen interns for each of its two offices (one in San Francisco, one in Los Angeles.) Usually graduating college seniors, the applicants are chosen on the basis of college grades, references, etc. The finalists are narrowed down on the basis of written essays regarding some social or public problem.

The interns spend an academic year of study with the Foundation, and in terms of veterans' benefits, this is considered by the VA to be the equivalent of one year of graduate study.

Besides incorporation or annexation studies, the interns have undertaken such projects as administrative studies for county and city managers, codification of municipal ordinances, budget analyses, preparation of handbooks and directories, etc.

These projects are chosen by the interns on the basis of their individual field of study and interest. Miss Priscilla Sternad, Coro's office manager in San Francisco, estimates that the Foundation each year receives about 5 times as many project proposals as it can possibly accept.

These applications come from private businesses, labor unions, and many other types of agencies as well as governmental bodies or officials. (In Carmel Valley's case, the proposal was framed by the Chamber of Commerce, which has made no recommendations regarding incorporation, but believes it would be useful to the community to have an organized body of facts pertinent to the subject.)

The interns are not paid for their services, but expenses which they incur in completing the project must be borne by the agency. (This would include transportation, room and board, stenographic help, publication of the report, etc.)

Projects are supervised by the agency which proposes them, but the intern is counseled in his work by the Foundation staff and by fellow interns. Where project reports are multicopied, 25 copies are required for Foundation use. Coro supplies copies to university libraries, research organizations, etc.

Coro Foundation's San Francisco office is located at 822 Pacific Building, 821 Market Street, San Francisco 3.

Carmel Valley
Market
and
Getz Meats

Carmel Valley CHAMBER OF COMMERCE
CARMEL VALLEY, CALIFORNIA

This is a personal invitation to take an active part in the present and the future of Carmel Valley.

Progress is the American Way; help guide its course so that all may benefit by it. Let us have as our goal the complete cooperation of everyone from one end of Carmel Valley to the other. Your membership in the Carmel Valley Chamber of Commerce will enable the organization to fulfill its objective to promote the civic, cultural, economic, commercial and social welfare of the Carmel Valley.

Important issues now face us and many more are in the very near future, such as the new road to and beyond the Village, natural gas line to the Village, incorporation, flood control, the eventual overall sewage problem, law enforcement and juvenile problem are just a few.

Your membership dues of $15.00 per year will enable the Carmel Valley Chamber of Commerce to maintain a sound and workable budget for 1964. Don't be an armchair quarterback -- Join the Team -- WE NEED YOU.

Sincerely,
Rex L. White
President

COMPLIMENTS OF REX WHITE'S PRINCES CAMP

Incorporation Feasibility Study

NOTES ON THE CREATION OF A MUNICIPAL GOVERNMENT

The act of incorporation brings into being a local government designed to serve the best interests of a given locale. A city government has broad authority, as well as great responsibilities. Hopefully, city government reflects the interests of its residents in addition to directing and controlling the development of the city or town.

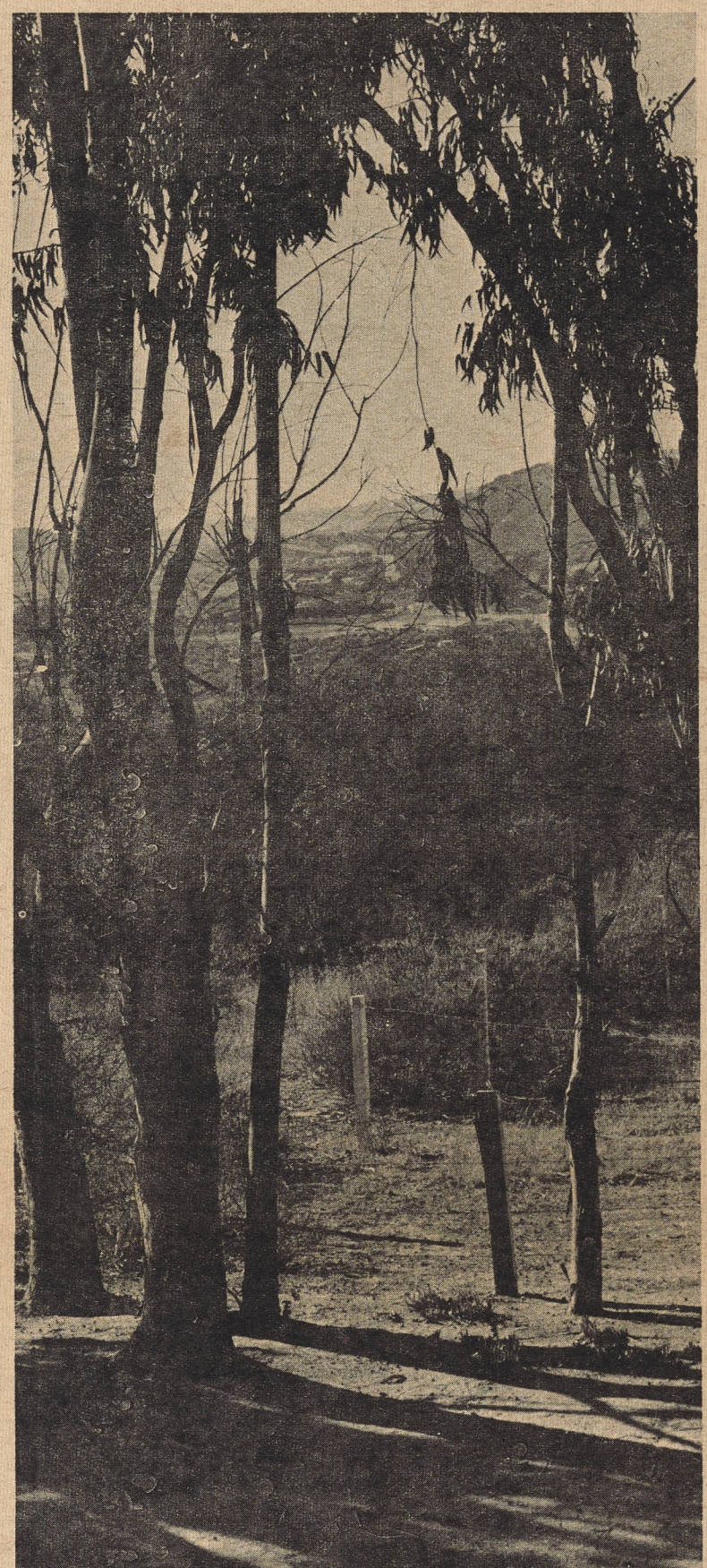
The authority and responsibilities of a city are concurrently awesome and beautiful. Incorporation gives a small body of people (5500 in the case of Carmel Valley) direct control over the future of their environs. At the same time, it confers upon these people the responsibility for care, maintenance, protection, and services within. Decisions on this matter, while not irrevocable, should not be made lightly.

As but examples, a city must be concerned with the following:

Police protection and law enforcement
Water service
Planning, zoning, and building regulation
Library services
Garbage and refuse disposal
Street and road construction and maintenance
Hospital and ambulance service
Mosquito abatement

Fire protection
Public health protection
Recreation
Sewage
Street lighting
Storm drainage
Cemeteries

A city or town of Carmel Valley would not have to finance or provide all of the aforementioned endeavors. The city would, however, have to know that if needed, these various services and public works are available to its residents. The city or town of Carmel Valley considered herein would be an uncomplicated local government possessing the full range of municipal powers and responsibilities, but designed to maintain and service a rural population in a rural atmosphere.



GEORGE.T.C. SMITH PHOTO

PRACTICALLY SPEAKING

A realistic appraisal of the three considerations for a city of Carmel Valley is in order. All three considerations are realizable cities; all three could conceivably finance a government[6] and provide services for the residents included. In terms of a practical workable city, however, the three considerations are not equal.

Consideration A may eventually possess a population density necessitating city services for the area as a whole. At present, this consideration is an area too big, parts of which are too sparsely settled, to make it a practical city boundary. Large landholders would probably resist incorporation on the basis that the total gain in services would not offset total additional expenses. Likewise, providing services and protection to an area the size of Consideration A with such sparse population in parts would be an expensive and difficult endeavor.

Areas encompassed by Consideration A but outside the boundaries of an incorporated Carmel Valley can be annexed to the city or town when and if developed. For the present it seems impractical to include much of the Los Tularcitos area within the proposed city limits. Similar rationale can also apply to large mountain holdings not presently projected for subdivision.

Consideration C can likewise afford to finance a municipal government, but in this case it is felt that the area included is too small to adequately serve the purposes for which a city or town of Carmel Valley would be created.

On the premise that a major reason for incorporation would be for local control over the development of Carmel Valley, Consideration C is too small to have appreciable planning influence over the areas which will be developing.

Consideration B purports to include those areas of Carmel Valley presently developed or foreseen for future development. It is an area financially able to support a working city government and large enough to have practical control over planning. It does not extend from hilltop to hilltop because these areas will not be developed for some years if at all. Similarly, this consideration does not include presently settled areas which appear to have little affinity with Carmel Valley. Consideration B does include all the settled area commonly thought of as Carmel Valley and a total acreage large enough to allow for greater settlement and worthwhile planning.

For these reasons, this report will concern itself primarily with discussion about a functioning city in the area denoted Consideration B.

Carmel Valley Outlook

would like to thank those advertisers whose support has made possible the publication of the complete text of this study.

Those who advertise in this special section do so as a public service and not as an endorsement of any kind.

For use in future reference, the 12 pages of this special insert can be removed as a separate section.

III Finances

EFFECTS ON HOMEOWNER EXPENSES

Incorporation will cost money in some ways, but it will save money in others. The net effect upon Carmel Valley residents depends upon whether the costs outweigh the gains from incorporation. Particular considerations follow:

Property taxes

The general county tax rate applying to Carmel Valley will be unchanged by incorporation. Certain special district assessments will be discontinued if the district is dissolved or taken over by the city. Thus, for example, the Carmel Valley Fire Protection District would be dissolved and fire protection would become a service to be financed through general city revenues. Similarly, if the city were to assume responsibility for sanitation and/or refuse collection, the city council could withdraw city areas affected by existing districts from membership and therefore financial support.

In essence, incorporation means the discontinuance of special district levies if the city decides to take over such services.[7] In terms of dollars and cents, the tax assessment levied for general city fund purposes may not add considerably to an individual tax burden when dissolution of special districts is considered.

Fire Insurance Rates

The cost of fire insurance for parts of Carmel Valley can be substantially affected by incorporation. At present, the Board of Fire Underwriters of the Pacific has two ratings of the level of fire protection in Carmel Valley. Persons living within the present Carmel Valley Fire Protection District enjoy a newly rated Classification 6 and pay annual rates of $.176 per hundred (100) dollars Assessed Valuation for fire insurance. Incorporation should not affect this rating or premium expense. For persons living outside the present Fire Protection District, the Board has assigned a Classification 10. Fire insurance, under this classification, is charged at an annual rate of $.406 per hundred (100) dollars Assessed Valuation. The construction of a second fire station to serve these areas should gain an improved Board classification and thus decrease fire insurance costs. This would be a saving for such residents not reflected in tax rates but actually of influence upon total annual costs for service.

Public Utility Rates

Public Utility rates would not be significantly changed as result of incorporation although a newly incorporated city can apply to the Public Utilities Commission for reduced gas and electricity charges.[8] The costs for water and telephone services, under present conditions, will probably be unaffected.

A MUNICIPAL GOVERNMENT FOR CARMEL VALLEY

The type of uncomplicated governmental structure Valleyites would probably desire can best be discussed under four general classifications:

General Government... includes city council; city commissions; administrations, financial and legal functions. In addition, elections, contracts, and other miscellaneous city responsibilities fall under this title.

Public Safety... Police and fire protection; building inspection and regulation; animal regulation; health protection and general public safety.

Public Works... Road Construction and maintenance; storm drains; and public utilities.

Library, Parks, Recreation and Advertising and Promotion... Library services; parks; and city social events and promotional activities.

FOOTNOTES

6. See Appendix B for estimated total Assessed Valuation and district breakdown.
7. Authorization is found primarily in various sections of the Health and Safety Code. See Particularly Sections 14400-14598.5 of said code; see all Scott and Keller pp. 210-217.
8. Scott and Keller, p. 18.

EXPENDITURES-HOW MUCH WILL IT COST?

General Government

CITY COUNCIL

Five city councilmen are elected at large and serve four year terms without pay. Theirs is the lawmaking and representational function of city government. The council determines policy and is responsible for official relationships with the citizens, other cities, etc. In addition, the council determines the tax rate and fills the various appointive positions.

The League of California Cities extends one year free membership to newly incorporated cities and towns. A great source of aid and information, the League offers comparative data about how other cities are solving problems. It will also render individual, legal, and administrative services, provide model ordinances, and generally represent city interests in the state legislature. In addition the League will refer capable administrative personnel to soliciting cities.

As suggested from cities of similar size, $750 is budgeted for council use to include reimbursible expenses for councilmen and various miscellaneous council expenses.

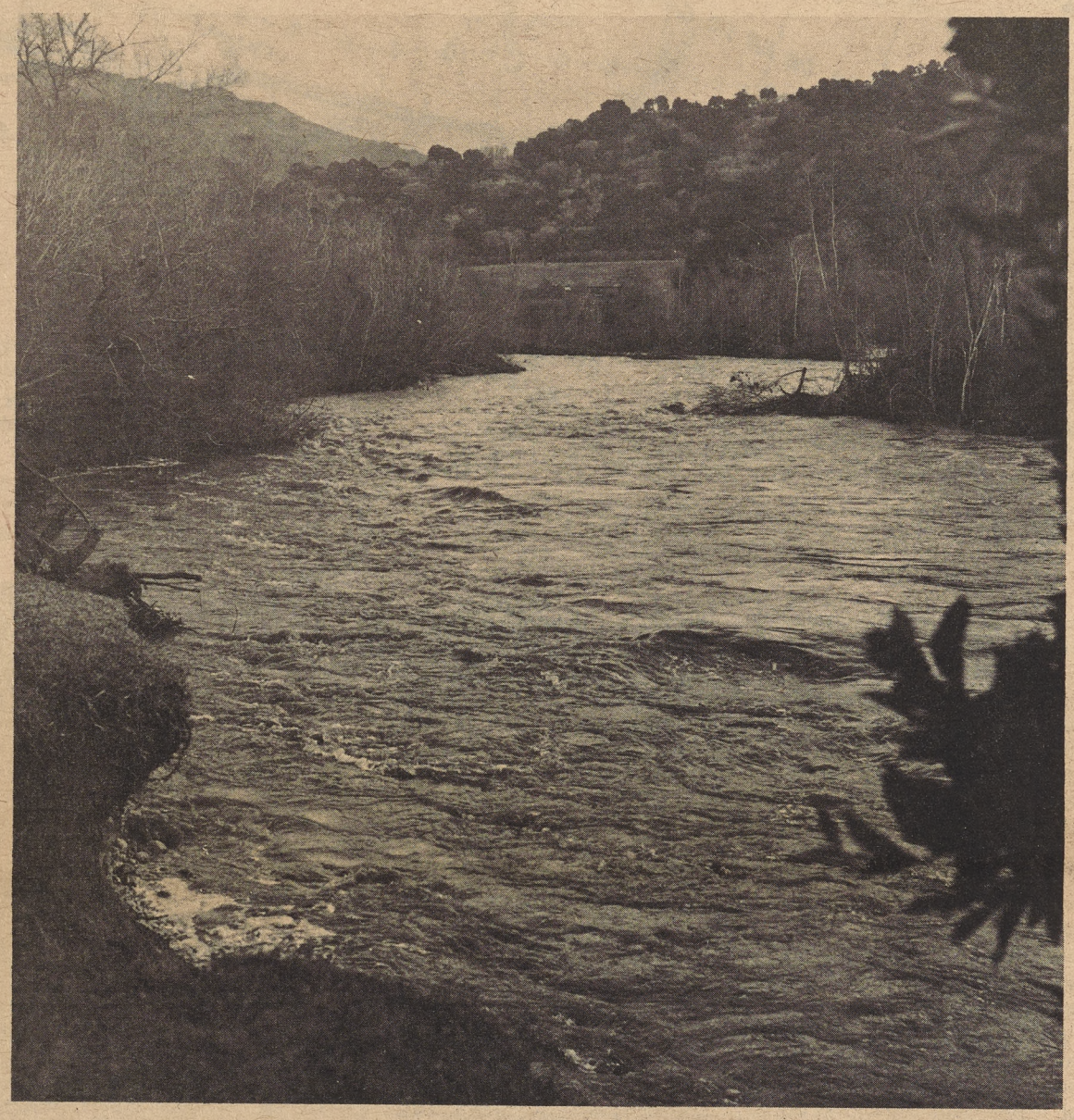
CITY CLERK-ADMINISTRATOR

This official serves as secretary to the city council and general city administrator (purchasing, hiring of personnel not subject to council approval, etc.) if the council so desires. A total of $9000 is budgeted for this position. His responsibilities might also include building inspection and emergency police and/or fire duty. By nature of the qualifications needed, it might be desired that this position be an appointed official. If such is the case, this decision can be put before the voters during the incorporation election.

Under General Administration would also come the various operational expenses (rent, phone, legal advertising, etc.) and necessary part-time secretarial help. Until a city hall could be acquired office space would have to be rented or present public buildings temporarily utilized. The usual public meetings could be held at the Carmel Valley Community Center or in the multi-use rooms of local schools.

Proposed budgeting in this area includes:

General Administration	$4000
Secretarial	$4000



GEORGE T.C. SMITH PHOTO

FINANCES AND AUDIT

The city treasurer is often a local bank official serving initially on a non-salaried basis. Generally, banks are pleased to perform this civic function free of charge.

State law requires an outside audit each fiscal year for which a local accounting firm may be hired.

Monterey County will assess property and collect property taxes in incorporated areas while executing the similar county function. The county charge of one (1) percent of the first $20,000 and one fourth of one percent of monies collected in excess of that sum is substantially below what it would cost a city to perform this task itself.

Various insurance and bonds are required of a city, among which are fire and burglary, public liability, fidelity and surety bonds. The best methods of gaining such security should be determined after the government is in operation.

Comparative costs of similar cities indicate the following figures for budgeting;

Finances and Audit fees	$1500
Insurance	$3500

CITY ATTORNEY

A local attorney is usually retained to advise the council on legal matters. During the period immediately following incorporation, the large amount of legal work is often shared by local attorneys on a voluntary basis. $3300 is budgeted for legal purposes.

PLANNING COMMISSION

An appointive body under the city council responsible for zoning, planning, and general community development. Under the guidance of a planning commission supported by a city council, a community can create and/or maintain a particular local atmosphere. Subject to appeal to the city council, the commission determines zoning, granting of variances, master planning, etc., and maintains direct authority over developments within the city limits. Since it can be reasonably anticipated that the city would adopt the existing Carmel Valley Master Plan and zoning ordinances, $600 is budgeted to cover incidental consulting fees and miscellaneous costs.

Public Safety

POLICE PROTECTION

The adequacy of police protection is of serious concern to some residents of Carmel Valley. A police department operating in the proposed city would be able to share existing radio and dispatching facilities with the fire department and could initially operate out of the Carmel Valley Fire Protection District Firehouse.

The proposed satisfactory level of police protection for Carmel Valley includes forty (40) man hours per day of police service - in other terms, a 24 hour and a 16 hour patrol each day of the year. The California Highway Patrol estimates that one may expect 1784 man hours per year per officer. Thus a six (6) man police department plus a chief would also be consistent with the recommended one (1) officer per thousand (1000) population.

Jail services could be contracted with Monterey County or nearby Monterey. A police auxiliary, similar to the Volunteer Fire Department in organization, could be created to lessen the police burden and aid in special situations (social events, civil defense, etc.). Training would be under the auspices of the Chief of Police. Estimated cost of salaries, vacations, uniforms, vehicles and maintenance for police services is $55,000.

FIRE PROTECTION

The current Carmel Valley Fire Protection District would be dissolved and made a city department as a result of incorporation. This would not, however, necessitate the dissolution of the Volunteer Fire Department which would remain the backbone of the force.

Another firehouse would have to be built either at Farm Center or in the area near the Valley Hills Shopping Center. This addition would provide the necessary level of service locating all city

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or town of Carmel Valley residents within seven (7) miles of a fire station.

As occurred with the present station, donations and volunteer work could ease the financial burden upon the city. Again as with the current fire service, a volunteer fire crew would supply most necessary manpower although additional hired personnel would be necessary to man this second station in an area of lesser daytime population. The $65,000 budgeted for fire protection includes some non-recurring expenses for equipment and facilities.

BUILDING INSPECTION AND REGULATION

The various inspection services guarantee code enforcement and help provide a level of safety to city residents. These services could be the obligation of an official of the police or fire department with proper training and and an understanding of the Building Code. Likewise, the City Clerk-Administrator could handle these duties. Because a simple governmental structure is desired, this item is unbudgeted. It is expected that one or more of the individuals previously mentioned could undertake this responsibility.

ANIMAL REGULATION AND SHELTER

At the request of the city council this service would be continued by Monterey County and the Society for the Prevention of Cruelty to Animals at no cost to Carmel Valley. If the city or town were to enact ordinances calling for regulation in excess of county statutes, then enforcement of such regulation would primarily be a city responsibility. The current level of animal regulation service and shelter would, however, continue to be maintained by Monterey County.

HEALTH PROTECTION

Monterey County will continue to extend health services and health inspection and regulation services regardless of incorporation, again at city council request and with no cost to the municipality.

MOSQUITO ABATEMENT

Carmel Valley has few Mosquito Abatement problems at the present time. The Monterey County Health Department performs the few abatement services necessary in this area and would continue to do so in the future. [9]

HOSPITALS, CEMETERY, ETC.

Other safety concerns such as these would probably continue unchanged from present functioning and service.

Public Utilities

STREETS AND ROADS

Construction and maintenance of public streets and roads falling within the city limits is another important, and expensive, municipal responsibility. The Monterey County Road Department estimates that a three year average of $1221 per mile was spent for road construction in Carmel Valley. Included in this average is the considerable sum applied to four lane construction on the Carmel Valley Road at the mouth of Carmel Valley.

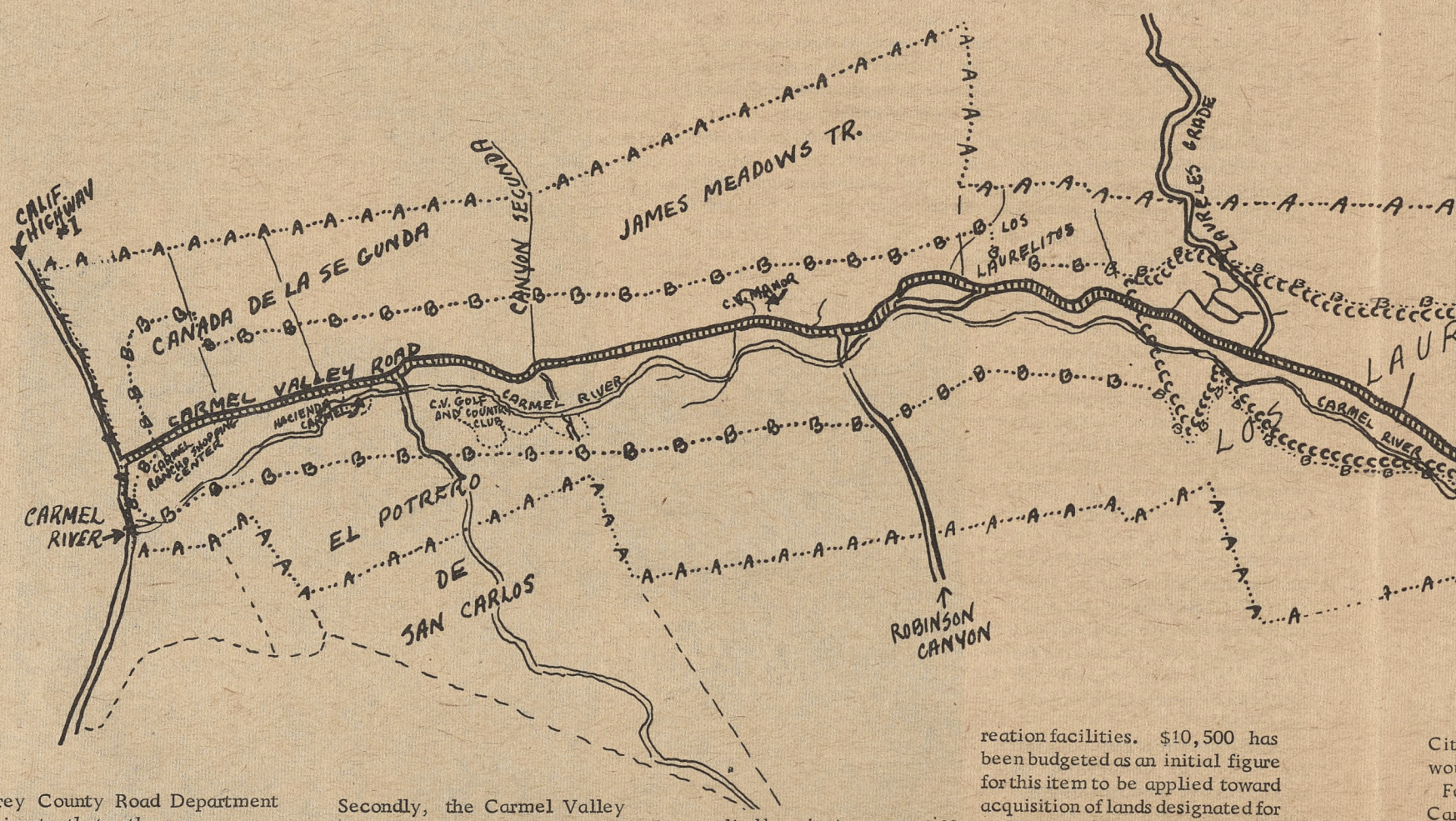
A city or town of Carmel Valley would probably wish to contract with private firms for road construction and maintenance. It might also be possible to contract with Monterey County for these services, although there is no precedent for such an agreement by existing cities in the county. Deducting a 33 1/3 per cent differential for county engineering and administrative costs, the estimate for road construction amounts to $40,800 annually.

Similarly, the county estimates that $938 is the three year average figure for road maintenance in Carmel Valley. Considering an estimated fifty (50) miles of public roads in the proposed city or town and deducting the aforementioned differential, estimated maintenance expense is $31,200 annually.

The California State Automobile Association will erect and maintain all signing (street identification signs, stop signs, etc.) at cost when so requested by a local government. In addition, the AAA has various programs and evaluation materials connected with traffic safety. Advantage could be taken of the many free and at-cost services the Association will provide.

Two significant points should be mentioned at this time:

First, that the county, by law [10], must continue all services to the completion of the fiscal year in which a city or town was incorporated unless otherwise requested by the city council. Thus, Monterey County would continue road construction and maintenance until the first July after the date of incorporation and budgeted moneys could be held in reserve.



Secondly, the Carmel Valley Road is presently classified as a Federal Aid Secondary Thoroughfare and has thus been eligible for 92% Federal and State financing of its improvement. The expansion to four lanes of this road will be an expensive undertaking. Prior to 1963, F.A.S. roads falling within urban limits were not eligible for aid. However, under Public Law 87-866 of the 1963 Federal Aid to Highways Act, the Carmel Valley Road would qualify as a "feeder" to a major highway (California State Highway #1) and thus remain eligible for financial aid for its ultimate improvement.

On the same note, Section 143.3 of the State Street and Highway Code allows the state to provide up to $500,000 per year on a matching basis with cities for major road construction (urban extension in the case of the Carmel Valley Road). Finally, the Monterey County Road Department has stated that it will complete projects with current scheduled priority ratings. Thus, in 1965-66, the sharp curve near Country Club Drive is due to be straightened.

At present, no date has been set for the complete four lane expansion of the Carmel Valley Road.

STORM DRAINS

This responsibility is usually accomplished in connection with road construction and maintenance. Expenditures for storm drains and their upkeep is therefore included in the street and road allotments.

PUBLIC UTILITIES

The various utility services would continue to be furnished by private companies as is presently the case. If a water district were formed, its boundaries would exceed Carmel Valley and a special levy would probably be assessed for this service. Similarly, Gas and Electricity would continue to be supplied by private companies with the possibility of lower rates (see earlier section on Public Utility Rates.)

SEWAGE

The current individual public septic tank means of sewage disposal will probably be adequate for the next few years, but eventually a more extensive sewage facility will have to be created. In all probability, the development contemplated will exceed the natural boundaries of Carmel Valley in area served. Among the many reasons for a larger sewage district would be higher population, the desire for a sewage treatment plant near the ocean, and geography. For these reasons, sewage collection and treatment is unbudgeted. It is felt that whatever sewage facilities are developed will exceed a municipal Carmel Valley and necessitate the creation of a special district.

GARBAGE COLLECTION

A private company under city franchise would probably continue to provide this service.

Library, Parks, Recreation, Advertising & Promotion

LIBRARY

The Monterey County Free Library will continue to serve Carmel Valley after incorporation.

PARKS AND RECREATION

The city or town will be responsible for planning and developing its own park and recreation facilities. $10,500 has been budgeted as an initial figure for this item to be applied toward acquisition of lands designated for this use in the Master Plan, planning and consulting fees, etc.

ADVERTISING AND PROMOTION

No money has been budgeted for this purpose. Such expenses could be allocated from the contingency reserve.

Revenues-Where Will The Money Come From?

PROPERTY TAXES

An important source of revenue would be the general property tax upon real property held within the city limits as assessed by the assessing agency - probably Monterey County in the case of Carmel Valley (see Finances and Audit). State Municipal Code, Section 43068, limits the rate of assessment to 1.00 per 100.00 Assessed Valuation which a city can levy upon its residents for general fund purposes without a favorable plebescite for higher authorization. [11]

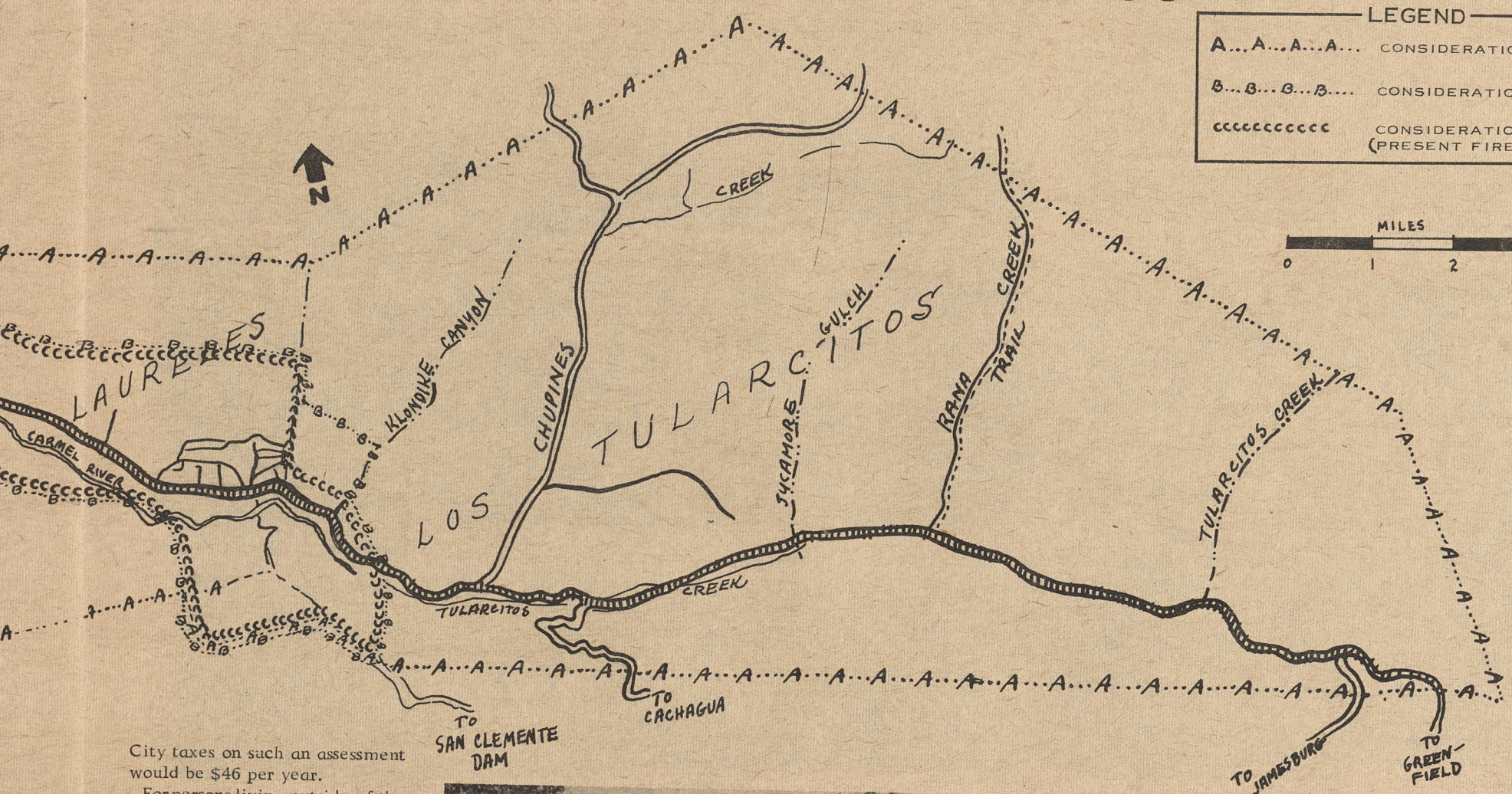
A rate of $.46 per $100.00 Assessed Valuation should adequately suffice for these purposes. At this rate $64,909 can be accrued for the general fund.

It is noteworthy that this sum is less than 28% of the total city revenues; property taxes usually account for approximately 45% of city funds.

To the property owner, what does this mean? A person owning a home and property saleable at $40,000 would be assessed at approximately 25% of this value or $10,000 by the county assessor.

FOOTNOTES

9. From discussion with Monterey County Health Department Inspector.
10. California Government Code, Section 34333.
11. Exceptions to this limit are additional levies for items such as libraries, sewage treatment, parks, and employee retirement.



City taxes on such an assessment would be $46 per year.

For persons living outside of the Carmel Valley Fire Protection District this increased cost should be slightly offset by decreased premiums for fire insurance which are paid upon similar valuations. Persons living within the district would note the discontinuance of the special assessment for fire protection service and an actual increase in taxes of $.09 per $100 Assessed Valuation per year. See earlier section on Insurance.

SALES TAX REVENUES

Monterey County has adopted the Bradley-Burns Uniform Sales and Use Tax Law of 1955, which enables a county to adopt a 1% sales and use tax. A city or town of Carmel Valley would probably want to adopt a permanent sales tax of 1%, which would enable full return of sales taxes paid within the city limits with no local increase in sales tax rates. (This money is currently going to Monterey County as are most other sources of revenue). The California State Board of Equalization estimates that $33,275 would be returned to the city treasury from this source.

MOTOR VEHICLE LICENSE FEES

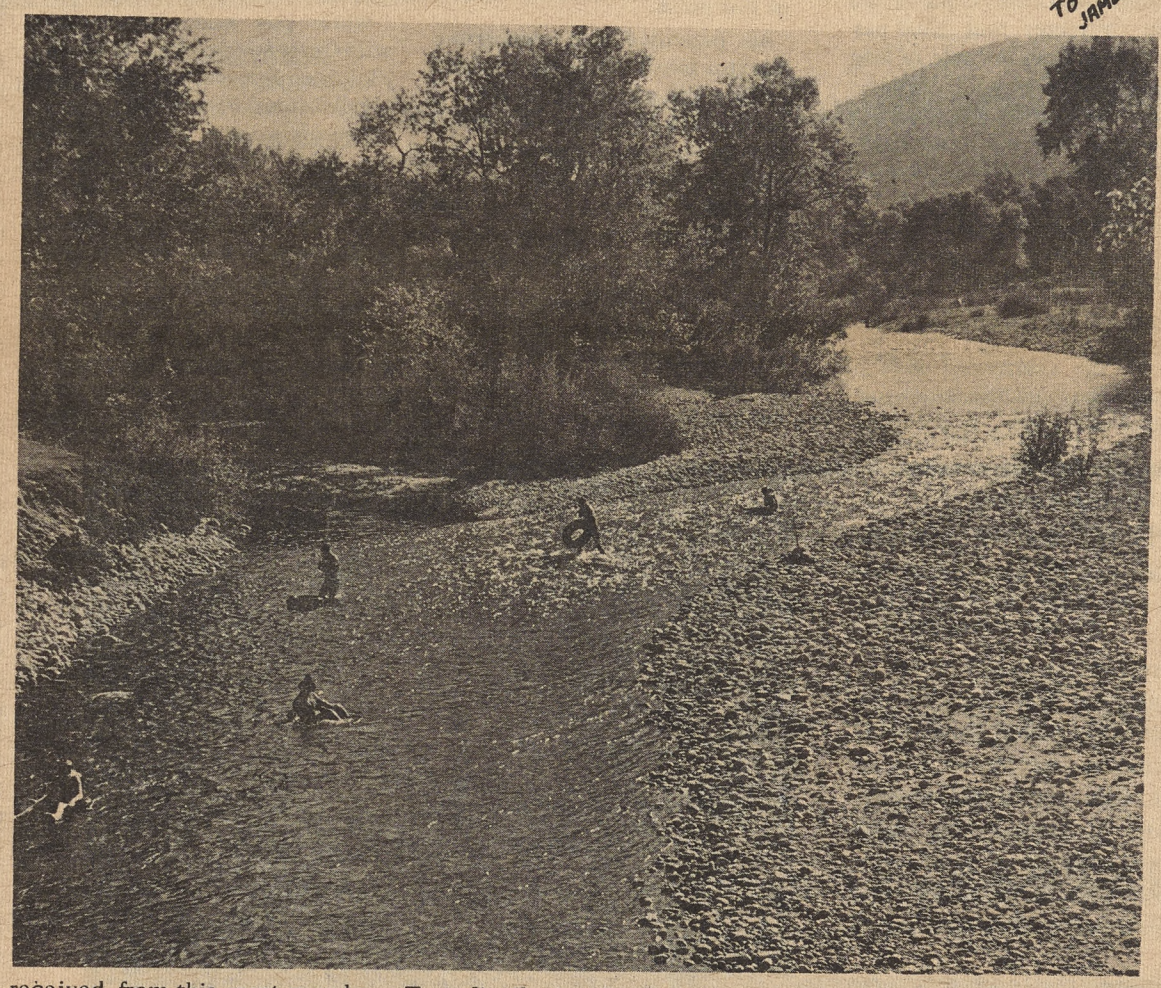
Commonly known as the "in lieu" tax because the fee is collected by the state "in lieu" of the county assessor appraising the market value of a vehicle and levying a personal property tax against it. Monies are returned directly to cities and counties on a fifty-fifty basis with funds apportioned in each category on the basis of population. Carmel Valley would receive a proportionate share deposited in its name on the basis of its legal population of 7137-three (3) times the number of registered voters. The state controller estimates that the allotment for 1964-65, will be $5.88 per capita or $41,965.

State Law specifies that funds received from this grant may be used for any state purpose, which has been interpreted to mean for police purposes, street work and lighting, fire protection, health, and libraries.

GAS TAX

The state levies a "sales tax" of six cents per gallon on all motor fuels used on the highways. A sum equal to five eighths of one cent of the sales tax is allotted to a special fund to be used for a major street expenditures in cities. This fund is apportioned according to legal city population as with the "in lieu" distribution.

State Code requires that these monies be expended on the basis of 60% for construction[12] of major city streets and 40% for maintenance of primary or secondary streets. These expenditures are subject to state approval. Gas Tax distribution is made quarterly in January, April July, and October. For the fiscal Year 1964-65, the State Controller has estimated a per capita allotment of $3.50 or $24,979 for Carmel Valley.



GEORGE T. C. SMITH PHOTO

"NEW" GAS TAX — COLLIER-UNRUH ACT SUBVENTION

This new subvention provides gas tax funds with restrictions similar to those of the "old" gas tax. Estimated Revenue is $2.25 per capita plus $400 per month. Thus Carmel Valley may expect $16,058 plus $4,800, equals $20,858 from this source.

STATE GRANT FOR ENGINEERING COSTS

An additional Gas Tax fund is returned to cities for appropriation to cover administration and engineering expenses in reference to expenditure of the gas tax refunds. Carmel Valley, qualifying under the grant for cities between 5,000 and 10,000 population, would receive $2000.

FOOTNOTES

12. "Construction", in this case, includes reconstruction and replacement and any improvement other than maintenance.

LIQUOR LICENSE

The Department of Alcoholic Beverage Control returns 90% of the revenue collected from the sale of liquor licenses to the region within which they were collected. Such money can be expended for any general fund purpose. The California State Board of Equalization estimates $4,975 in returned fees to Carmel Valley.

FRANCHISE PAYMENTS

Franchises for the privelege of operating Carmel Valley may be gained from utilities, who currently pay a 2% franchise to Monterey County, and various other operators. Conservative revenue estimates from utilities serving Carmel Valley are Pacific Gas and Electric Company Elictricity $1,600, P. G. &E. Gas $500. California Water and Telephone Company $500, and Victor Carp Television Cable $400. Total franchise revenues are $3,000.

FINES AND FORFEITURES

Carmel Valley would receive a percentage of the fines and forfeited penalties imposed by the lower courts for violations of the Motor Vehicle Code, Penal Code, and City Ordinances. Such monies are allotted and are restricted to uses concerned with the general category of traffic law enforcement-signs, police equipment, etc. The amount of revenue will be greatly dependent upon the type of enforcement, city ordinances adopted, etc. Based upon County Court, Sheriff's Department and California Highway Patrol figures, a conservative $7,000 has been budgeted as accruing from this source.

Incorporation Feasibility Study

BUSINESS AND PROFESSIONAL LICENSES

Licensing may be required for both regulation and/or revenue purposes. Cities may bill all professional and semi-professional offices within the city limits on a flat fee basis. Other cities require a business license of all contractors operating within the city limits and diminished amounts from each subcontractor. All delivery schedules for household supplies, food delivery, door to door sales, etc., may be licensed.

For regulatory purposes a city may classify merchants as those having a fixed place of business and those who sell their goods without maintaining such a fixed location. A higher license tax may be imposed upon the latter so long as all bear some proportion of the tax burden and it does not appear that the rate imposed upon one classification is arbitrary or unreasonable or that its sole purpose is to create a protective tariff for local merchants. This classification can be made on the grounds that those having a fixed place of business contribute to city taxes in other ways.

The total revenues derived from this source is dependent upon the policy decision of the city council. Average city revenues from Licenses and Fees are about $1.50 to 2.00 per capita contingent upon the extent and enforcement of licensing. Proportionately below other cities of comparable size and other small cities of Monterey County, a conservative $9,000 is budgeted as revenue from this source.

ALLIED BUILDING PERMITS

In addition to guaranteeing certain standards of health and safety, the varied fees and services connected with building construction serve as a source of city revenue. The Monterey County Department of Building Inspection estimates that $14,000 accrued from Building Permits in Carmel Valley in 1963-64. A conservative estimate of Plumbing and Electrical Permit revenues was $3,800. Thus with the rising amount of building annually undertaken in Carmel Valley, the $17,800 budgeted from Allied Building Permits may be regarded as a conservative estimate.

MISCELLANEOUS SOURCES

Some income will come to a city from various sources involved with the uses of money and property. Comparative data suggest the $1,200 budgeted as accruing from bank interest on city funds. Fees for variances, zoning applications, and miscellaneous refunds and rebates will contribute an estimated $900 to the city treasury. The Monterey County Controller's office estimates that $300 per year comes from the sale of Dog Licenses in Carmel Valley. Finally, Late Fees for improper payment of Property Taxes is estimated, conservatively, at $150 per year. Total Miscellaneous Revenues total $2,550.

Other Potential Sources Of Income

There are additional ways of saving money and/or securing additional revenues. Many communities are able to reduce the initial costs of government through voluntary services and borrowed equipment from public spirited citizens. It is difficult to estimate the actual financial influence of such public enthusiasm. Two particular additional sources of revenue are worthy of mention at this point.

An increased non-conforming sales tax may serve to bring added funds to the city coffers. Such a tax would be paid in small amounts by individual buyers and could account for some increase in city revenues. While we are not advocating such an increased tax, this possibility is worthy of note.

Of greater acceptability to Carmel Valley residents might be a city enacted Hotel or Bed Tax as is found in the City of Carmel by the Sea for example. Such a tax would be primarily paid by toursits. This possible source of revenue was undiscussed previously and is unbudgeted because such a tax must be enacted by the city council.



GEORGE T.C. SMITH PHOTO

The Other Considerations

While this study is primarily with Consideration B as an exemplary city or town, the additional possibilities should not be ignored.

Consideration A, which includes the whole Valley, possesses an estimated $16,966,035 in Assessed Valuation. The majority of general government expenses outlined herein would be basically unaffected if Consideration A were incorporated. Larger expenditures would be necessary, however, for police and fire protection and for road construction and maintenance in order to service the much larger lara. A slightly larger tax base would be available as would moderate increases in subentions and other revenues. It is felt that the initial reasons for making Consideration A a lesser possibility still prevail (see section Practically Speaking).

Consideration C, encompassing the present Carmel Valley Fire Protection District, includes a 1962-63 Assessed Valuation of $7,039,070. This area is well able to finance a city or town, the budget for which would be in the area of $110,000 per year. As with the earlier consideration, the reasons initially expressed for making "C" a lesser consideration in terms of Valley goals from incorporation continue to apply.

Undiscussed financially or on the map is the proposition of a city or town extending hilltop to hilltop along the Spanish Grant lines and lengthwise from California State Highway #1 or Hatton Canyon to Klondike Canyon or Chupines Creek. This area would note a slight increase in taxable Assessed Valuation and almost double the land area. From a planning standpoint, this consideration is very attractive, but for reasons similar to those immediately discouraging Consideration A, this possibility was not discussed at length. When and if these steeper areas come to be developed, they may be annexed by an extant city or town of Carmel Valley (if such is the case) at that time.

"It has been most enjoyable to be here and I hope my efforts will be of service..."

...So said Michael Silberstein, 22-year-old graduate of Pomona College who early this month completed the Feasibility Study published on these pages.

That Mike became completely involved in Valley charm is evident from the fact that he is "working his way through summer" in Carmel Valley -- as a construction worker on the crew of Charles Strathmeyer, while living in the former Cowan School with members of the White Oaks repertory company which is quartering there this summer. His present plans are to enter law school next fall. As a local example of an attorney active in public affairs who was himself once an Intern for Coro Foundation, Mike mentioned Saul Weingarten, city attorney of Seaside.



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JIM ZIEGLER PHOTO

Effects Upon Other Governmental Structures

DISTRICTS

As previously mentioned, the act of incorporation will not affect any districts the boundaries of which exceed the city limits of an incorporated Carmel Valley in any part (see footnote 7, page 14). Where such special districts provide a service also provided by the municipality, affected areas may, through the city council, gain exclusion from the district and from financial support of same.

Where services provided through the district are not offered by the city or town, sanitation services for example, membership and financial support shall be maintained. In cases such as the Carmel Valley Fire Protection District, where the whole of the area involved is included within the city limits, the district will be dissolved upon incorporation and its property, equipment, and revenues and/or obligations assumed by the city.

For such entities as the Carmel Unified School District, the affected Judicial District and the Monterey County Flood Control and Water Control District, incorporation will have no effect in terms of inclusion or financing.

MONTEREY COUNTY

Except for those services contracted and/or requested by the city, Monterey County will have almost no authority or responsibility within the city limits after the conclusion of the fiscal year in which the city is incorporated. Bodies such as the County Planning Commission Advisory Boards could continue to exist, but they would be concerned with unincorporated lands outside the city limits. Planning and zoning, again, would be a city responsibility under local authority.

It is possible that the city or town may wish to contract with

Readers' Comments Sought

The author of this report is eager to discuss it with interested citizens, both individually or (preferably) in groups. He has been invited to speak to the Carmel Valley Kiwanis Club next Tuesday, July 7, and would welcome similar engagements.

"If the study is to be of service, it must be thoroughly considered and understood," says Michael Silberstein, its author.

MIKE' S ADDRESS THIS SUMMER :
CARE OF WHITE OAKS SUMMER THEATRE, CV

PHONE : 659 — 4106

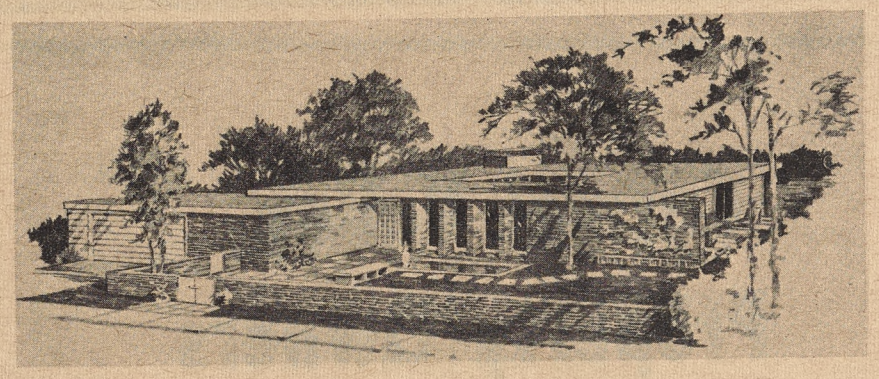


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Budget Synopsis For First Year Of Operation

Expenditures	
City Council	$ 750
City Clerk-Administrator	9,000
General Administrative (Rent, phone, legal advertising, office supplies, etc.)	4,000
Secretarial	4,000
Finances and Audit	1,500
Insurance	3,500
City Attorney	3,300
Planning Commission	600
Police Protection (Chief, shared dispatcher, six patrolmen, vehicles, and overhead)	55,000
Fire Protection	65,000
Road Construction	40,800
Road Maintenance	31,200
Parks and Recreation	10,500
Unbudgeted Contingency Reserve (available for use and/or capital acquisition including parks, streets, promotion, election, etc.)	3,161
TOTAL EXPENDITURES	232,311

Revenues	
Property Tax @ $.46/100 Assessed Valuation	64,909
Sales Tax	33,275
Motor Vehicle "in Lieu" Tax	41,965
Gas Tax (old)	24,979
Gas Tax ("new" Collier-Unruh)	20,858
Engineering Allotment	2,000
Alcoholic Beverage Control Fees	4,975
Franchise Payments	3,000
Fines and Forfeiture	7,000
Business and Professional Licenses	9,000
Allied Building Permits	17,800
Earned Interest	1,200
Miscellaneous (late fees, zoning application fees, refunds, dog licenses, etc.)	1,350
TOTAL REVENUES	232,311

Why Chamber Thinks Study Would Benefit Community

REPRINTED FROM THE OUTLOOK, APRIL 8, 1963

"There has been a great deal of discussion on and off regarding the formation of various types of service districts to solve various kinds of problems here in the Valley," explained Tom Hefling, chairman of the Incorporation Feasibility Committee of the Chamber of Commerce.

"It would be a shame, as the years went by, if we formed several of the districts and then later discovered it would have been more economical to have incorporated in the first place... Actually, of course, despite all the discussion, there are few facts on which any of us is able to form opinions. It is our hope that the study will give us more facts to consider so that the choices which residents will be making in the next few years will be on a more informed basis."



GEORGE SEIDENECK PHOTO

Monterey County for the continuance of services presently provided. As noted previously, tax assessment and collection, health protection, animal control, and library service would probably be among these.

The city or town may also wish to contract with the county for other services including building inspection, road construction and maintenance, etc. Although there is no precedent for such arrangements in Monterey County, it is common among other cities and counties in the State of California. Possibilities along this vein could be explored at greater length by the city council if so desired.

Alternatives To Incorporation

If public services are of major concern to Carmel Valley residents, incorporation is not the only way of raising their level.

Special Districts, such as the Carmel Valley Fire Protection District, may be created to fulfill particular service desires. Directed by a local elected board, such districts are financed by an additional assessment upon the property of taxpayers living within the district. The local board enjoys control and budgeting of district development.

Community Service Districts may be created to provide a variety of services for the included area. Financing and control is similar to that of a special district, but the Community Service District is not limited to a particular service.

County Service Districts elaborate various services in excess of county provision by adding to the property taxes of persons within. Control is with the county who, with the revenues gained from additional taxes, is able to supply extra manpower and/or service to the specific district area.

In all cases, the districts provide added services at additional cost. The range of authority of local boards does not include planning and zoning however. Creation of such districts involves an additional tax assessment for taxpayers included within the district. Thus, a police protection district would satisfy what some feel is a contemporary lacking. Similarly, a sewage district, probably to exceed Carmel Valley boundaries, is projected as a future need. In like manner, a park and conservation district and a water district are being discussed.

The problems of incorporation presented by many overlapping districts is something for Valleyites to consider. It is often easier and less expensive to concentrate administration of these various services under a single city government. On the other hand, the extent of dissatisfaction may not necessitate structures exceeding service districts and the creation of a city or town may be too big a venture.

Businesses and organizations advertising in this section do so to publicize information of interest to Carmel Valley residents. Their advertisements do not indicate any particular attitude toward incorporation.

Carmel Valley Property Owners Association

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IV The Act Of Incorporation

General

Any community of at least five hundred (500) inhabitants located entirely within a county of less than two million (2,000,000) persons may incorporate as a city. The process of incorporation requires:

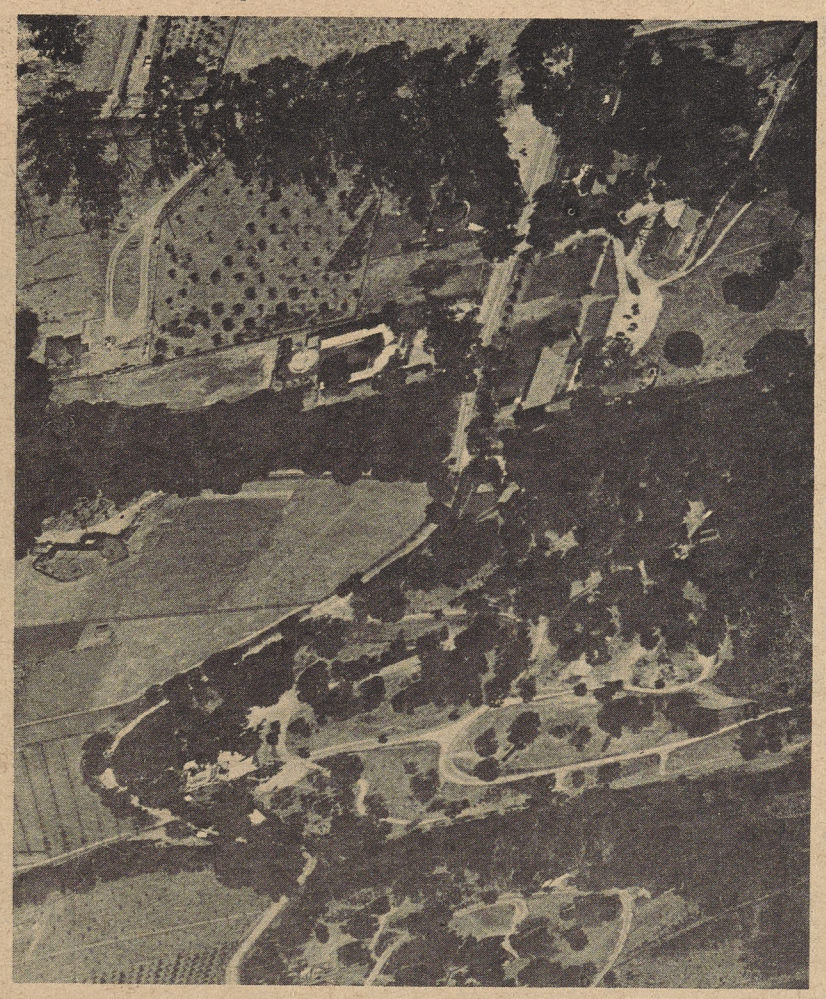
1. Notice of intent to circulate a petition by not less than twenty five (25) nor more than fifty (50) qualified signers;
2. A review of the proposed boundaries by the local Agency Formation Commission;
3. A petition by landowners in the included area representing at least twenty-five per cent (25%) of the registered voters and twenty five per cent (25%) of the land value in the area;
4. A hearing by the County Board of Supervisors; and
5. An election by the resident registered voters of the area.

Proponents of incorporation in Carmel Valley are urged to consult the California Statutes as well as to engage legal counsel for which the material in this study is no substitute. It is also advisable to consult the Clerk of the Board of Supervisors for a detailed discussion of the procedures of incorporation.

An incorporation procedure, from the time it is begun by its proponents to the time the new city or town comes into being, may require from five to ten months. Of important consideration therefore, is the expected date of incorporation and the speed with which proponents feel the petition can be circulated. Sections 34080 and 54900 of the Government Code dictate that a community become incorporated as close to February 1 as possible in order to be on the tax rolls to receive tax money for the following fiscal year of July 1 through June 30.

Costs Of Incorporation

The costs of incorporation proceedings must be met by residents willing to support the incorporation. Primarily, these costs lie in the drawing of official boundary maps and the costs of the election. The cost of drawing official boundaries is estimated at about $600; for the election, including notices, polling places, etc., about $900. Total costs necessarily met by homeowners prior to incorporation then total about $1500. As with the initial months of city operations, volunteer labor and equipment may do much to offset some costs.



GEORGE T.C. SMITH PHOTO

V Conclusion

Incorporation is definitely feasible under law for any of the possibilities with which this study has concerned itself. In all cases, this is both a financial and a legal feasibility.

The decision which lies before Carmel Valley is whether the "costs" of incorporation are exceeded by the "profits" from incorporation. The sense in which these terms are used must be considered in more than their financial aspects. The "costs" of incorporation are more than a relatively small increase in taxes. Incorporation will also necessitate the assumption of responsibility for the development and maintenance of Carmel Valley by local residents - a venture demanding much effort, much thoughtfulness and a great deal of personal time. Moreover, incorporation puts both the credit and the blame for the Carmel Valley of tomorrow upon local inhabitants.

Are considerable civic effort and the noted increase in taxation a worthy "price" to pay for Valley control over its future, a higher level of services, and local responsibility? This is the decision Carmel Valley must make.

Pacific Gas And Electric Company Electrical Connections

AREA	NUMBER OF CONNECTIONS
Past Camp Steffani	10 *
Robles del Rio	241
North Carmel Valley Road (begins at Ford Road)	188
South of Carmel Valley Road	234
North Carmel Valley Road (Country Club Drive to Ford Road)	223
De Los Ranchitos to Los Laureles Grade	222
Carmel Valley Manor to Miramonte	189
Carmel Junior High School to Descanso Oaks	34
California State Highway #1 to Junior High School	180
Rancho San Carlos to Farm Center	200
Total Electrical Connections	1721

Figures supplied by Pacific Gas and Electric Company

*This is the approximate number of connections included from this area in Consideration B.

Appendix A

Population Approximations And Breakdown

Registered Voters

Carmel Valley Precinct No.	Total Registered Voters	Number used for Population Determination
1	313	180
2	169	169
3	234	234
4	281	265
5	238	226
6	372	372
7	236	236
8	207	207
9	285	285
10	205	205
	2603	2379
	Total Registered Voters in Carmel Valley Precincts	Total used for Population Estimate



Above determinations were compiled with the help of the Monterey County Election Department and the Carmel Valley Post Office. Figures for the Tularcitos precinct, while available, were purposely not utilized for their effect upon population would be minimal.

The Village Market
AND
CORONA'S MEATS
NO. 12 EAST CARMEL VALLEY RD.
CARMEL VALLEY, CALIFORNIA

REAL ESTATE
Irene I. Baldwin
EXCLUSIVE COUNTRY PROPERTIES
RANCHES - HOMES - ACREAGE - RENTALS
OL 9-2216 1 West C.V. Rd. CARMEL VALLEY
Mike Antoncich - OL 9-2758
Betty Oenning - MA 4-3954



GEORGE SEIDENECK PHOTO

Appendix B 1962-63 Assessed Valuation Statistics

District	Consideration A	Consideration B	Consideration C
60-01	$2,000,000*	$ 1,250,000*	$ -
60-02	3,000,000*	2,250,000*	-
60-03	149,540	134,590*	-
60-04	100,000*	-	-
60-08	73,020	73,020	-
60-09	2,960	2,960	-
60-10	3,691,490	3,322,340*	-
60-11	4,395,855	4,395,855	4,395,855
60-12	2,643,215	2,643,215	2,643,215
60-13	193,570	-	-
60-14	293,250	-	-
60-15	279,005	-	-
60-17	670	670	-
60-18	105,430	-	-
60-24	380	380	-
60-26	37,650	37,650	-
Total Assessed Valuation:	$16,966,035	$14,110,680	$ 7,039,070

Data compiled from Tax Rates and Information for Taxpayers, 1963, Auditor-Controllers Office, Monterey County

*Applicable Assessed Valuation estimates made with consultation from Mr. Donald Stewart, Assessor, Monterey County

How Did Mike Choose Carmel Valley?

REPRINTED FROM THE OUTLOOK, APRIL 8, 1964

Mike Silberstein ... got his first glimpse of Carmel Valley when he attended the recent rugby matches held at Carmel Junior High School. That's what Mike told Tom Hefling, chairman of the committee which is arranging for Mike's visit under the sponsorship of the Carmel Valley Chamber of Commerce.

During a telephone conversation .....Mr. Hefling reports, "I told the young man we were delighted that he was coming and he said he thought he was probably even more excited."

Silberstein further explained, "I'm young, single, and have very few responsibilities or commitments as yet. Carmel Valley -- in fact the entire Monterey Peninsula -- is an extremely attractive community. The idea of going into a community totally strange to me, using the skills I have been taught to learn as much about the area as I can, getting a chance to do something that I hope will be of service to the community... Well, it's just a tremendously exciting opportunity!"

TOM WATERS
INSURANCE

C. V. VILLAGE 659-2545

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HACIENDA MARKET
The First One Up...
Last One Down
3½ Miles Up Carmel Valley
Open 9 A.M. To 8 P.M.
Vegetables-Meats-Produce
Beer & Wine
MA. 4-6774

PENINSULA PALETTE

by duke scott



"CARMELITE CONVENT" ROLLIN PICKFORD

The Pacific Grove Museum of Natural History has a fine reputation for devoting part of their exhibition hall to the arts. Their current one-man show is a good example.

Rollin Pickford is a superb watercolorist. He does not limit himself in subject matter and the appeal of his realistic work and abstractions is equally divided, depending upon one's personal preference.

"Sun Path" is a multi-hued prism of blues, blacks, yellows, browns and greens. The almost geometric symmetry of this composition glows in richness with an excellent balance.

In viewing, one returns to the wonderful child's world of the kaleidoscope that features a variegated changing pattern dependent upon the focus of imagination: The longer one contemplates the more endless the variety of this particular painting.

In direct contrast, Mr. Pickford's "Asilomar" or "Carmelite Convent" (see cut) are the epitome of peacefulness. His feeling for sensitivity of subject and composition is unusual but ably demonstrated in almost every piece of work on display. If you have missed this exhibition, his work is also on display and for sale at the Carmel Art Association.

This artist has received 97 awards within the United States, including a coveted First at Watercolor USA, 1962, and the First in contemporary watercolor at the 1963 California State Fair. Rollin Pickford is represented in over 600 private and nine public collections. He is a commuter between the San Joaquin Valley and the Monterey Peninsula, painting a good part of each year in our area.

EVENTS FOR THE ART LOVER:

The PG Museum of Natural History has a very exciting show coming up soon that has stirred the art world. In August (dates to be announced) they will present the "Graphic Arts of the Eskimos."

Do not forget the American Federation of Arts' tour, "Artist's Studio Open House," on Saturday, July 18, from 11:00 a.m. to 5:00 p.m. Two of the many fine entrees will be "Art in Action" by Lee Tevis and Geza St. Galy; unique and exciting ceramics and mosaics created before your eyes. Also the photography of Ansel Adams at his stunning home.

New Advisors For Security Bank

Mark Thomas, owner of the Mark Thomas Inn, Monterey; Major General J. H. Phillips (retired) of Rancho Rio Vista; and Edwin J. Bedell (retired) Pebble Beach investment executive, have been elected members of the Advisory Board of Security National Bank of Monterey County.

William H. Burkett, the bank's president, praised each new member's business experience and interest in the community and announced that each would serve a four-year appointment as an Advisory Board member.

The next meeting of the Board will be held July 15 at the new Seaside Branch, formally open for business as of today.

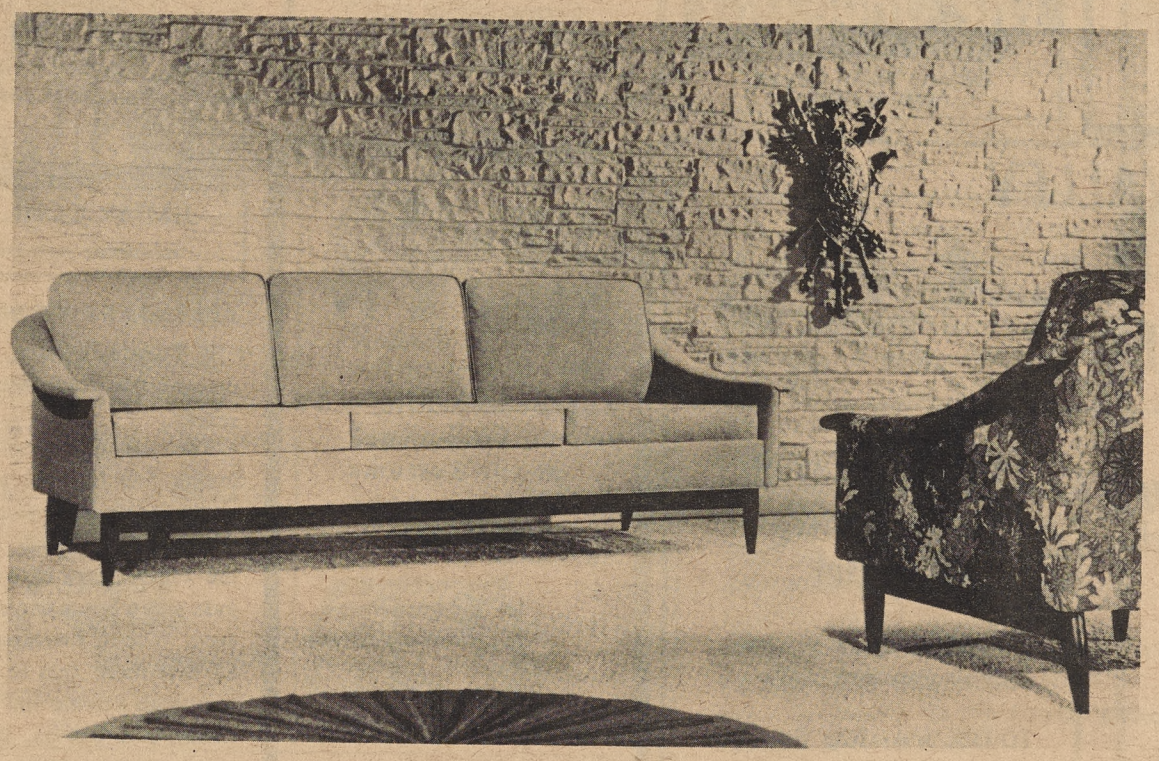
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Connie Mack Loop

MONTEREY TROUNCES GILROY

In action Saturday, Monterey trounced Gilroy 9 to 3. Scoring started for Monterey in the second inning when Terry Wecker walked and was advanced to third by two wild pitches. Al Tegtmeier then flied out to center field. Another walk, this time to Rick Phinney, put runners on first and third. Both runners scored on an error by the third baseman.

Monterey scored in the fourth inning when Phinney singled, stole second, went to third on a wild pitch, and took home on an error by the pitcher.

Gilroy scored two runs in the fifth inning on a single, a walk, a passed ball and two sacrifice flies. Monterey scored in the fifth also when Dan Morgan singled, Carl Cardinelli walked, and Bob Roberts was safe on first on a fielder's choice. Morgan scored on Wecker's sacrifice fly and Roberts tallied on Tegtmeier's double.

Gilroy scored once more in the eighth and Monterey tallied four times.

Winning pitcher Roberts went 8 innings, striking out 14 and walking 6, while allowing only 6 hits. This game was Roberts' fourth win of the season. Steve Johnson came on in the ninth and retired the last three Gilroy batters in order.

--Bob Holmes

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BABE RUTH LEAGUE

Carmel Tops Division

BY ROY MEADOWS, JR.

In a wild hitting spree the Carmel Merchants ended the regular Babe Ruth season by defeating the Monterey Merchants by a score of 14-2. Pitching for Monterey was Larry Hill. Robbie Sinclair and Dave Marvin pitched for Carmel, allowing only 5 hits.

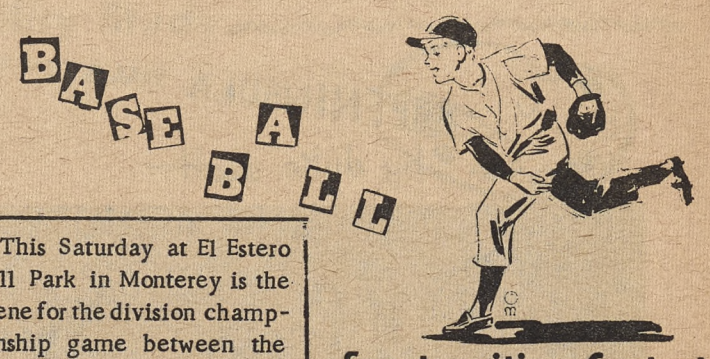
Hitting heroes were Steve Hall and Mel Miyamoto with 3 hits apiece. Young Kevin Sullivan came through with a nice single. This sets the stage for the championship game on July 4.

Five 13-year-olds got a peek into the future as they were in the starting lineup for the Carmel Merchants last Saturday. In a game which produced 30 hits and 33 runs Carmel was edged out by Central Labor by one run, 17-16.

On the mound for Central Labor was Pat Harmon. Randy Sinclair, Randy Newman and Ronnie Parsons pitched for Carmel. Hitting heroes were Steve Hall with 3 hits, Randy Newman with 3 hits, and Steve Meadows who had a perfect 3 for 3.

	AB	Runs	Hits
S. Hall	4	3	3
M. Miyamoto	5	0	2
D. Marvin	2	0	2
B. Sinclair	3	0	0
M. Johnson	3	3	2
C. Branch	3	2	2
R. Newman	5	3	3
R. Parsons	5	1	0
S. Meadows	3	3	3
K. Sullivan	1	0	0
T. Wershing	2	0	0
L. Mark	1	0	0
B. Thompson	1	0	0
M. Hall	1	1	0
R. Sinclair	0	0	0
	39	16	17

The Shoe Box
CARMEL'S FAMILY SHOE STORE
Dolores So. of Ocean
MA 4-6813



This Saturday at El Estero Ball Park in Monterey is the scene for the division championship game between the Carmel Merchants of the National League and the winner of a playoff between Montemar and the Central Labor Council of the American League. Game time is 1:00 p.m.

WILDER AND JONES WINS TWO

BY RUSSELL CAMPELL

On Friday, June 26, hard-hitting Wilder & Jones nipped the P. A. Macs 9 to 4. Richie Calcagno pitched the whole game, while Mark Cyerin got two hits to pace them to the win. Calcagno allowed only four hits, struck out 8, and walked 6. Jerry Argust, Ricky Drobeck and Tom Wecker pitched for the P. A. Macs, giving up 8 hits, walking 6 and striking out 3.

Earlier in the week on June 24, hard-hitting catcher Joe Nesbitt belted a grand-slam homer to pace Wilder & Jones to a 13 to 2 win over Sport Shop. Bob Calcagno pitched the win.

On Monday, June 22, P. A. Macs edged out Pilot Market; Brink Harrison of P. A. Macs and Mitch Castro of Pilot Market belted homers. P. A. Macs loss to Wilder & Jones ran them out of the first place play-offs with Boys Town.

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Carmel Legion Hall
Dolores & Eighth, Carmel
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Sportswriting Contest

$5 $5 $5 $5 $5 $5 $5 $5

Remember that the sportswriting contest for the Little League games will run for the remainder of the season. Leave your entry at the Outlook office or at the Wells Book Store before 10:30 Monday morning.

Last week's winners were: From Carmel Valley, John De Broder, and from Carmel, Russell Campbell. They may pick up their prizes at the Outlook office.

Red Sox Break Tigers' Winning Streak

BY JOHN DE BRODER

Last Saturday the Redsox of Carmel Valley broke the Tigers' winning streak of 14 games with an 11-7 victory.

Hard hitting Greg Willis of the Tigers slammed out his first home run of the season with 2 men on. Willis also hit 3 for 3.

Pitching stars for the Redsox were Jimmy Conlan and Don Parks.

Pitching for the Tigers were Bruce Lockwood and John De Broder. The Redsox had 11 runs on 8 hits while the Tigers had 7 runs on 10 hits.

Also Saturday the Giants lost their game to the Volunteers 8 - 3.



JIMMY CONLAN
REDSOX PITCHER

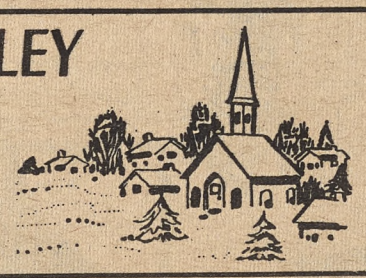
ADDENDA BY A FOND PARENT

In Tuesday's game, the Tigers downed the Volunteers by a 10-2 score.

The winners jumped to a first inning 7-0 lead on the basis of seven consecutive singles. It was not until the fourth inning that the Tigers were able to score again when Bruce Lockwood homered. David Kawananakoa added two more runs to the Tigers' total with a home run in the fifth inning with one on. Bruce Lockwood and Greg Willis pitched for the Tigers recording 13 strikeouts while giving up only two hits. Jerry Flamini pitched for the Volunteers.

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REV. LOREN EASTMAN
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HOLDING SUNDAY
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11:00 A.M.
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6:00 P.M.
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7:00 P.M.
EVENING SERVICE
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WELCOME AWAITS YOU

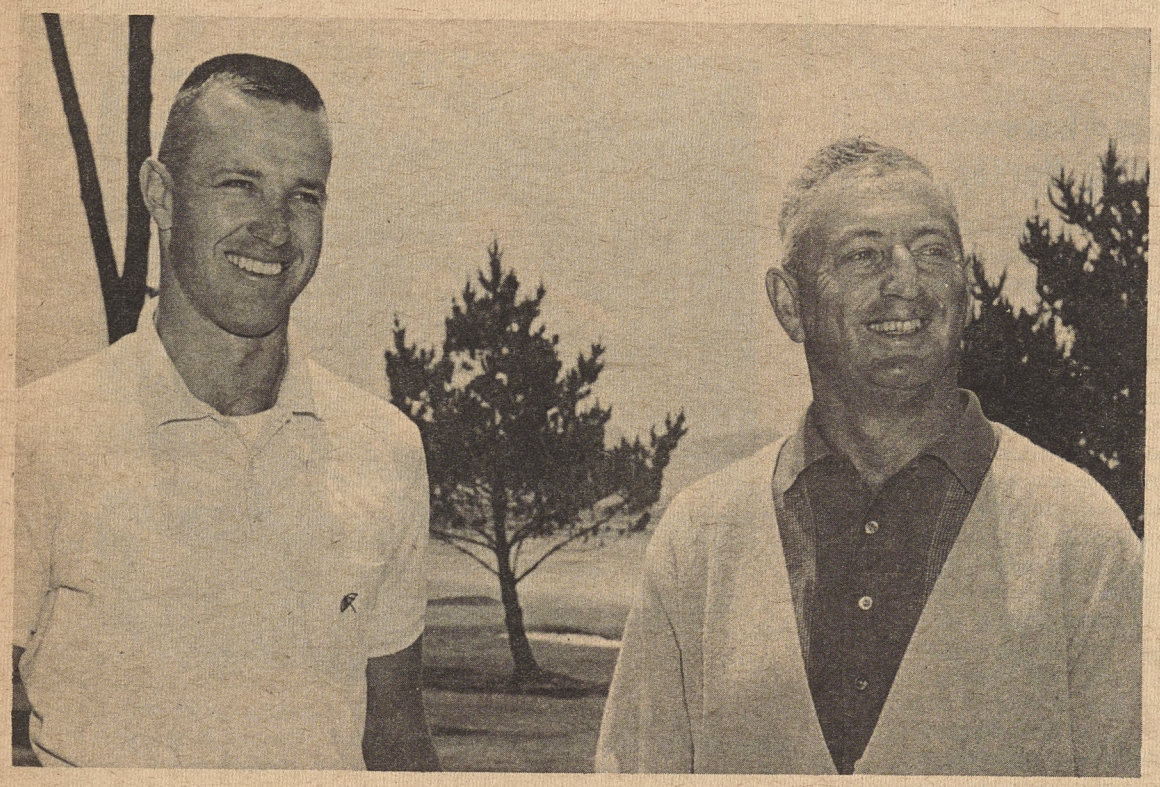
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HOLY COMMUNION
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MORNING PRAYER
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10:00 Worship Service
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HAPPY WINNERS LANGLEY AND HABER

Anyone who has sporting news of interest--- past or future-- may have it published by phoning BOB HOLMES at the Outlook, 659-2241, or at his residence, 659-2945



CARMEL VALLEY GROWS GREAT GOLFERS

Carmel Valley had two entrants in the California State Amateur Golf Match. Ed Haber and James Langley both ended up in the President's flight.

In the opening match play, Haber beat Will Roberts of La Habra 1 up and Langley took his match with Robert Chapin of San Jose 2 up.

Second round play saw Haber defeating Dick Herman of La Canada 1 up and Langley winning over Neil Woodruff of Fair Oaks 1 up.

In the semi-finals, Haber won over Bill O'Connor of Los Angeles because of default. Langley beat Dennis McNeal of Los Gatos 2 up.

In the finals, Langley took the match from Haber with a score of 4 and 3.

Both men are to be congratulated on their fine pla

lated on their fine play and sportsmanship.

--Bob Holmes

'Bucky' From The Bench

CARMEL PREP LEAGUE

BY HOWARD BUCK

The League-leading Dodgers blanked the Giants, 4-0, on Monday, June 22. Southpaw Doug Watson pitched a one-hitter for the Dodgers. Steve King pitched and Rudy Lamar caught for the Giants.

The Cardinals defeated the Navy 14-8 behind the pitching of Ty Seeders. Jim Sparolini hit a home run to pace the Cardinals to the win. Tom Selfridge and Bill Matro pitched for the Navy.

The Braves took a double header from the Cobras on Wednesday, June 24. Lou Shone and Daryl Dawson collected the wins. Ron Neth and Jack Colas teamed up to pitch for the Cobras. The score of the first game was 13-1, of the second 3-0.

Thursday's game between the between the Dodgers and the Navy ended in a deadlock 3-3. Jerry Pullin pitched for the Dodgers. Mike Felix pitched while Fred Wiesendanter caught for the Navy. Jack Argust helped Pullin's cause by hitting a home run while Tom Selfridge contributed two doubles to Mike Felix's cause.

On Friday the Cardinals shut down the Giants 4-1. Howard Buck pitched for the Cards. Hart Silverie pitched for the Giants. Craig Oleson belted a home run for the Cardinals, and Hart Silverie accounted for the Giants only run with a homer.

CARMEL READERS may leave news or pictures for the Carmel Valley Outlook at the Wells Bookstore in the Carmel Rancho Shopping Center at the entrance to Carmel Valley.

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C. J. MacGOWAN

SHOP FOR JULY 4th WEEKEND



If you're thinking ahead to a pleasant July 4th weekend, Carmel Rancho Center's a wonderful place to do errands easily and pleasantly. You can park without a struggle - load up with food and drink at the Safeway - leave the family wash and cleaning to practically do itself at the Sunshine Center - get the makings for long, cool drinks at Anderson's (and yummy cocktail snacks, too!)

★★★



Brinton's Carmel Rancho Hardware has everything from ice cream freezers to those extra glasses and towels you need for a house full of company. Wonderful place, Brinton's! Here you can have an extra car key made...rent a waxer to do your floors...buy a fire extinguisher for the summer cabin...pick up a croquet set to amuse the kids...buy a good looking, inexpensive picture frame for those photos of the family that turned out so well. If you're planning to do home and garden chores next weekend, here's the place to buy mowers, fertilizers, paint and brushes -in fact, just about any hardware need you could think of! Brinton's is open 7 days a week from 9 a.m. to 7 p.m.

★★★



If you're planning a summer trip, Carmel Rancho Pharmacy has inspired travel aids! All manner of travel cases - some for your cosmetics with plenty of plastic cases to fill with your favorite supplies - others small-suitcase type in which to tuck a nightie and change of underclothes as well as toiletries. There are smart shoe carriers, too, in which to carry "heels" while you sightsee comfortably in "flats". For the beach, a waterproof key holder and change purse (pretty case) costs only a dollar. Splash Hats for afterswim wear have a high fashion look like smart millinery. They're waterproof and designed to put on while your wet hair dries in rollers or pins. Cost - 3.00 - and so fetching (flower prints...tiny checks...polka dots) you'll want to wear 'em whether your hair's wet or not.

For a cute young thing, our Rancho Pharmacy has brightly flowered and fringed terry babushkas to keep hair in place on a windy beach. 1.00. Matching beach scuffs in terry also cost 1.00.



Seen Revlon's new FUNFLOWERS? They're big, flat compacts in luscious colors and with a brightly flowered puff. Choose lemon, lime, turquoise or geranium colors...2.75. A COLOR CADDY of 3 lipsticks by Revlon is also 2.75. All very pretty for summertime! At Rancho Pharmacy.

★★★

Guest Speaking with Don Messick on KRML's special Friday morning program (10:45) is actress Ruth Warshawsky. Tune in at 1410 on the dial.



MEG

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MPVS

About Those Visiting Nurses

The contributions of Monterey Peninsula Volunteer Services to Carmel Valley are well known -- this year, $500 to the CV Community Center, for example; last year, $255 to the Community Center (for a new stove) -- and a munificent $2500 to Children's House. But of course MPVS contributes to worthy causes throughout the Peninsula and just one more example is the Visiting Nurse Association, originally founded by MPVS and since grown into an important organization in its own right. The net proceeds of the 1964 House and Garden Tour to be held July 15 from 10 a.m. until 5 p.m. will be donated to the Visiting Nurse Association.

The entire Monterey Peninsula area as far south as Big Sur is served by the Visiting Nurse Association. They provide "skilled part-time nursing care, rehabilitation, health counseling in the home under the direction of licensed physicians. It also cooperates with other community agencies in the promotion of health and prevention of disease." Their office is located at 512 Pierce Street, Monterey. Last July, MPVS turned over to the VNA $2716.00 as the proceeds of the 1963 Garden Tour.

This year the Tour will visit nine houses and gardens, five in Alta Mesa in Monterey and four in Carmel Meadows, south of Carmel off Highway #1. Tickets will be available at each house.



Planning Annual Garden Tour

Developing plans for the thirteenth annual garden tour to benefit the Visiting Nurse Association are MPVS members (left to right) Mesdames Edna Stennerson, Thomas H. Bradley and Ellis P. Egan. These ladies will have charge of the guest book, property and refreshment committees, respectively. Eight gardens and the interiors of four homes will be open to guests of the tour which will take place on July 15 on "The Mesa" above Monterey Peninsula College and in Carmel Meadows.

MPVS contributes substantially to community enterprises in Carmel Valley as it does to worthy projects throughout the Monterey Peninsula.

YOUTH CENTER RUMMAGE DRIVE

Again this year MPVS has offered the net proceeds from their Thrift Shop to the Carmel Youth Center during the last two weeks in July. New or used rummage may be dropped off at Carmel Youth Center, southwest corner of Torres and 4th Streets, or a call to 624-3285 or 624-1753 will bring someone to pick up contributions.

CARMEL BACH FESTIVAL NEARS OPENING NIGHT

Carmel is putting out her traditional welcome mat to the musical world as she has for 26 years previously, with the arrival of the participants in the 27th annual Carmel Bach Festival. On July 6 a steady influx of musicians begins as the string section of the Festival Orchestra arrives, followed in rapid succession by the Chorale, the woodwind section, the brass section, and finally, the soloists.

Personally greeted at Festival headquarters on 8th Street in Carmel by Mrs. Alistair MacKay, executive secretary, the participants new to the Festival are escorted by volunteers to the motels or private homes where rooms have been reserved for them.

Maestro Sandor Salgo concentrates on a most intensified rehearsal period with each section until the entire ensemble has arrived, and then begins the final "dress rehearsals."

Among the highlights of this year's Festival will be an uncut performance of the Mass in B Minor, the Mozart "Great" Mass in C Minor, and the Handel "L'Allegro et il Penseroso," as well as morning and afternoon recitals.

Tickets may be obtained at Bach Festival Headquarters, Sunset Terrace Bldg., at 8th between Mission and San Carlos, or may be ordered by telephone, 624-1521.

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4-H Club News

BY DAWN POWERS

On June 20, six of Carmelo's 4-H members attended the county wide Dress Revue in Salinas. Two of our boys served as escorts, and four of our girls entered the contest.

We were very fortunate in having one of our older members become a medalist. This lucky girl was 15-year old Martha Crow. Martha wore a beige and pink dress with beige purse and heels as accents. We are very proud of Martha and we pay a special tribute to her and all the other girls for their hard work.

At this month's club meeting we held our next years officers' elections. Our new officers are: President, John Vanetti; Vice-President, Janet Powers; Treasurer, Hazel Jacoby; Recording Secretary, Candy Gregory; Corresponding Secretary, Dawn Powers; Reporter, Debbie Burleson; File Keeper, Martha Crow; Song Leader, Christine Dawson; Sergeant at Arms, George Coleman.

We congratulate the new officers and to last year's members go our sincere thanks for the fine job that they did through the year. We are sure that this year's officers will do a splendid job and we wish them all a lot of luck.

Exhibit Day, July 12

Open Horse Show

Coming up fast is the club's Exhibit Day and Horseshow. The day starts at ten o'clock with The 4-H part of the horseshow including halter and showmanship. Then there is the livestock including sheep, beef, and dairy. Going on at the same time is the home economics and agriculture judging.

Then at 1:00 the afternoon open horseshow begins. For the first event we have Best Appearing boy or girl. The second event is Western Pleasure (open), then Western Horsemanship 14-18 and Western Pleasure 14 and under. Then we have Western Trail (open), Barrel Racing (open), Broom Croquet (open), Bareback Horsemanship (open), and Pole Bending (open).

Our judge for the day will be Andre Forzani. We will have ribbons to fifth, and we present pieces of equipment for the top person of every class. Carmelo 4-H members will be hosts for the day. Come and enjoy yourself!

P. E. O. LUNCHEON

Unaffiliated and non-resident members of the P. E. O. sisterhood are cordially invited to a monthly luncheon on Saturday, July 11, at La Playa Hotel in Carmel at 12:30 p.m. Advance reservations should be made before Thursday, July 9, by telephoning Mrs. L. W. Bowhay, 375-3319 or Mrs. Marie Craige, 372-0733.

The three peninsula chapters of the PEO sponsor these monthly luncheons as a means of acquainting new-comers to the area of their organization's activities.

All Saints' Book Fair

There will be a Book Fair at All Saints' Parish Hall, Lincoln and 9th, Carmel, on Thursday, July 9. St. Bede's Library Guild is sponsoring the sale for the benefit of the Parish Library. Mrs. James Neill is chairman of the event. The doors will be open from 10 a.m. to 4 p.m.

Magazines, records, music, pictures, book cases and book ends as well as books of all kinds and descriptions will be for sale. Coffee hour is from 10:00 to 11:30. Lunch from 11:30 to 2:00 and tea from 2:30 to 4:00 will be served by the York School mothers for the benefit of the school. Baby sitters are available.

Carmel Woman's Club

The Carmel Woman's Club will present the first of a series of summer affairs on Monday, July 20, as a potluck luncheon, with the members furnishing the food. Mrs. William Sumner, the new hospitality chairman, is in charge, assisted by members of the new Board. Bridge and canasta will follow the luncheon.

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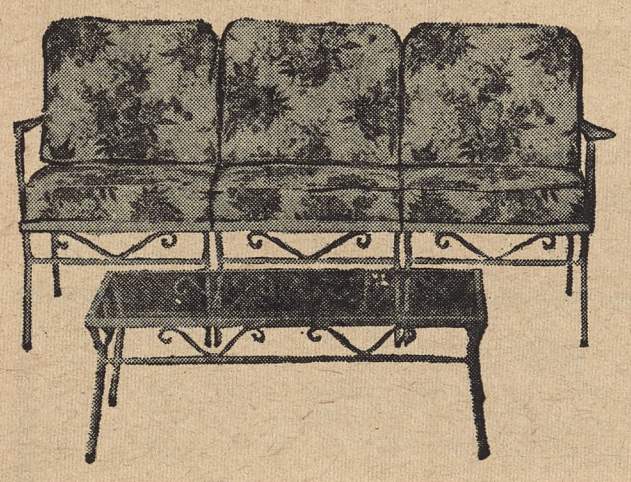
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Pool Dedication Delighted All

BY SHAWN WHITAKER

An audience of about 300 was welcomed by James A. Smith, president of CV Community Center at the opening of the swimming pool last Saturday at 1:00 p.m. In thanking the many people who contributed to the pool he named many odd tasks:

"Hundreds of people licked stamps, sold raffle tickets, worked on telephone committees, donated merchandise, and held parties and performances of all sorts," he said.

The young people operating the movies each Saturday received a free swimming pass for the summer of 1964. The movies brought in a profit of $613.75 since March, and all the money was contributed to the pool. The young people who received the passes were Kit Parker, Roger Gardner, Jan, Dwight and Jackie Jones, Robbie Talbott, and Carey Crockett. Also receiving a pass was Greg Tegtmeier who worked at the pool daily to help keep it clean.

From the Carmel Unified School District, a vital part in the operation of the pool, Superintendent Medill Bair gave a short speech stating, "The churches, schools and recreational centers are the main unifying elements of a community."

As Ken White, pool manager, was introduced he congratulated the people on "one of the finest pools in the area."

Mrs. Creston W. Crockett, who had been planning this recreation pool for many years, was on hand to see the result. Mrs. Crockett introduced the Ordettes from Fort Ord. Marilyn and Marcia Lane of Carmel Valley presented "Irish Suite," a duet which they will perform at the National A.A.U. Women's Duet Championship Competition.

Divers from Carmel Valley and the Carmel Swim Team delighted the large audience with "jacknives" and "somersaults." Mrs. Crockett then stated that, "Divers like these will be developed here in the future."

A team number featured Thea Spritzer, Debbie Radu, Sharon and Jan Roehl, Carolyn Blackwell and Marcia Lane. Donn Squire and Carol Whitney presented "Fantasia Mexicana." A solo by Marilyn Lane closed the aquatic program.

During the entire dedication the face of each child was lit up as if to prove to each and every person who contributed to the pool that their hard work and efforts were rewarded.

Mr. James Smith ended the dedication by asking everyone, "What do you think of our pool?" Everyone gave a large hand.

The dedication of Carmel Valley's new pool is: "The Carmel Valley Swimming Pool is dedicated to healthful activity for all ages in the special hope that the WONDERFUL WORLD OF SWIMMING WILL COME TO LIFE in the sunshine in Carmel Valley."

(Ed. Note: Although we too were present at the pool dedication, it seemed more appropriate that our 15-year old Cub Reporter, Miss Shawn Whitaker, should write the story. This is Shawn's first story about an event other than school or teen-age events and we think that her writing has progressed considerably in the two months since she walked into our office and asked us for a job!

We would like to add that in the eyes of some of Carmel Valley's oldtimers, we saw a few unashamed tears during the dedication. Quite apparently the success of the pool project -- a serious undertaking for a community so small -- reassured many that their years-ago efforts on behalf of the Community Center were not to have been in vain, but rather would continue to be enlarged upon... --BB



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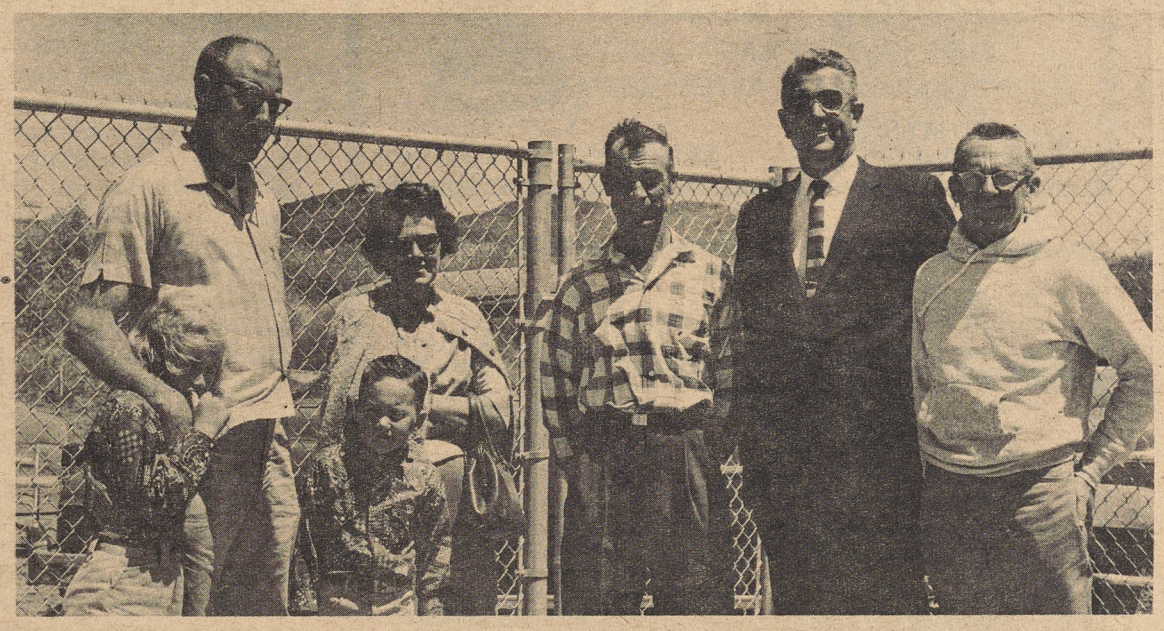
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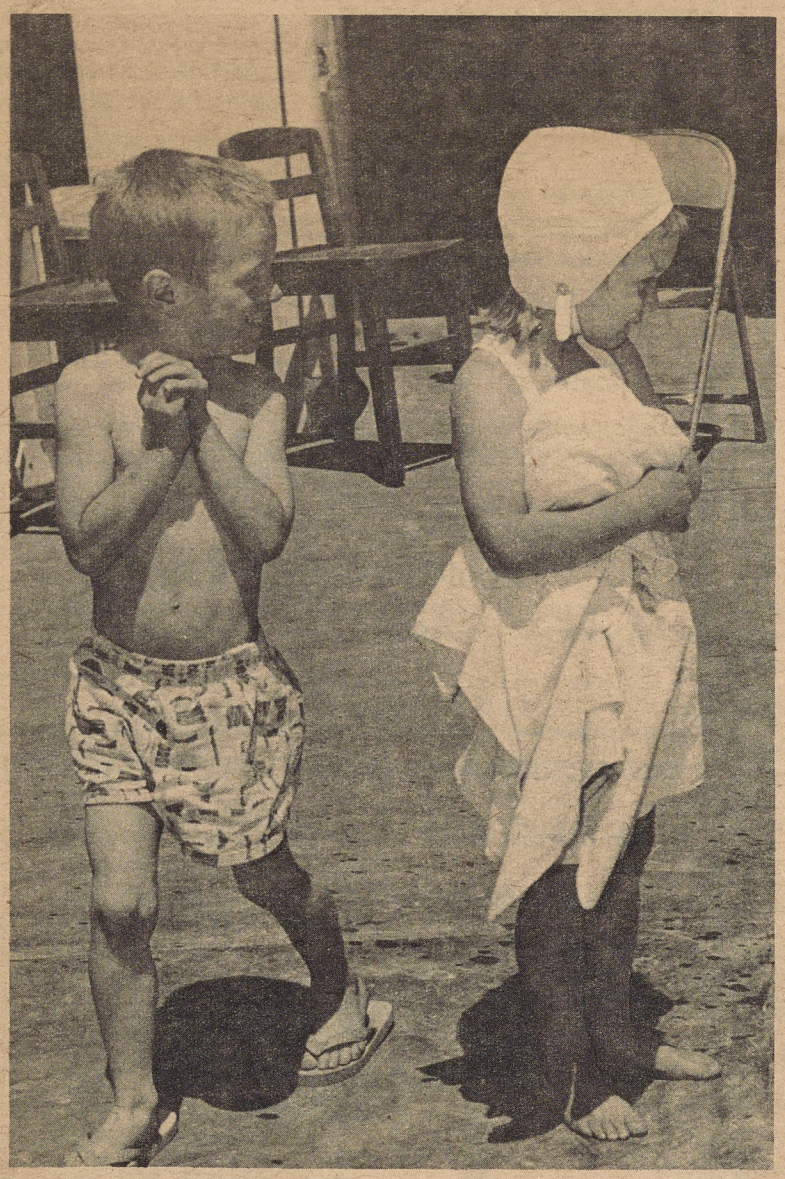
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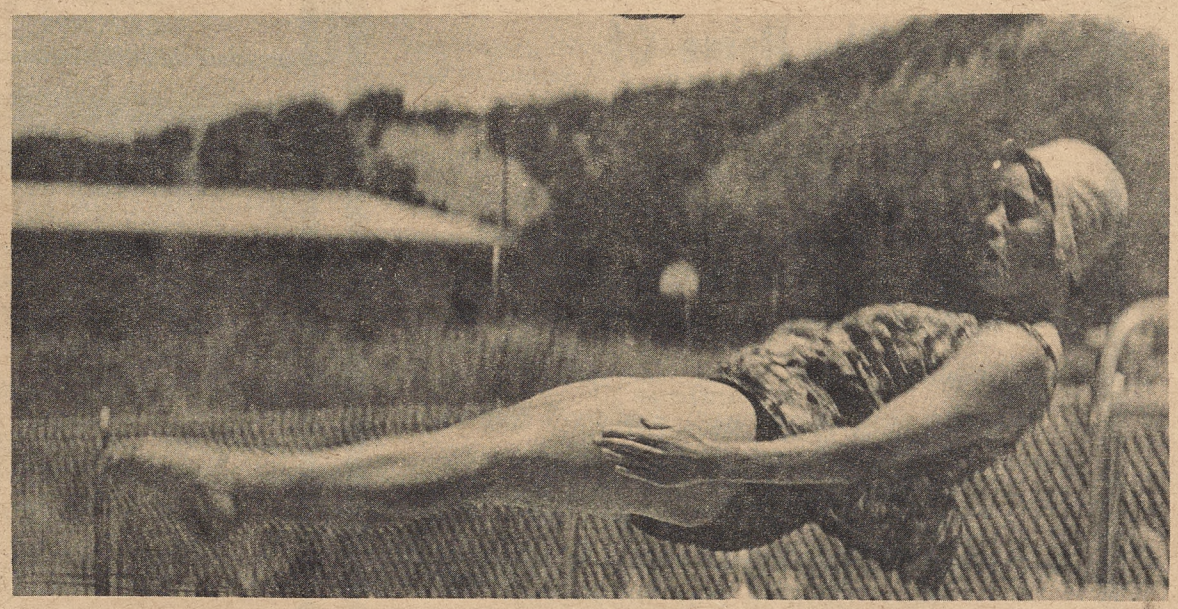
Singled out for special mention because they contributed so much, accomplished so much -- because the community owes them so much: John Simpson and Mrs. Simpson (with Kathy and David), Leo Berta, Bob Jones, and Doyt Early. Pretty hard to enumerate the hours and services these Valleyites gave!



Never too young to appreciate real skill...!



THE INCOMPARABLE ORDETTES....



LEVITATION ? ..... Connie Wermuth was among the many fine divers from CHS

SEND–OUR–SWIMMERS PARTY FRIDAY NIGHT

(CONT. FROM P. 1)

fice in the Village, or Wolter's Hacienda Market in mid-Valley.

In Carmel, tickets are available at the real estate offices of Gladys Johnston and Robert Ross, or at the Carmel Plaza Sport Shop and Jax Freeze. On the evening of the event tickets will be available at the entrance to Saddle Mountain Ranch.

All facilities and entertainment will be contributed. Those who cannot attend are urged to send their contributions to SOS, Box 2079, Carmel.

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Bits 'n Pieces

CONTINUED FROM PAGE 2

tice to save all letters-to-the-editor and if any reader doubts the authenticity of any of them, he has merely to come to this office and ask to see the original.

In our zeal to maintain editorial integrity, we must occasionally puzzle and hurt the feelings of the many very talented writers who report to us as publicity chairmen for their clubs, etc. Frequently we rewrite their material severely or we put a "by-line" on the article. One reason for a "by-line" ("By Mary Smith," or whoever the author may be) is of course to give credit to these civic-spirited people. But an additional reason is that a signed article carries a special message to the perceptive reader.

You see, when an article states that "the program will be an interesting one and you should all come" or "the decorations were perfectly lovely" or "the committee is certainly to be commended for the success of the project" -- opinions are most definitely being expressed! They don't belong in a news article unless it is a signed article, right? Then you know the opinion is that of the writer and not necessarily that of the paper or magazine.

Do these distinctions seem minor to you? Perhaps, but if they are not made with care they can become, over the years, the proverbial drops of water that wear away the mountain. The mountain in this case being the ability to think independently and act accordingly.

--BB

Sheriff's Blotter

CONTINUED FROM PAGE 10

his pharmacy, also drugs worth about $50. Noted that narcotics of the type an addict would use were taken; narcotics not of the type used by addicts were not taken. Nothing else stolen. Entry through skylight with pry-bar. Culprit probably left via back door. Investigation continues.

June 26 -- A Salinas lady who owns a summer home on West Garzas Road reported that a thermometer worth $20 and a lead-in wire for the TV (value about $5) were taken from her home while it was vacant recently. The television antenna was bent and a 4x4 inch post in the carport bent and broken -- probably had been run into.

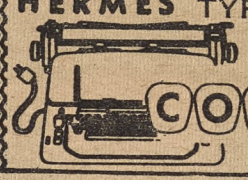
June 28 -- report that a Salinas resident had had his car windshield broken while in Safeway parking lot. Report contained long list of witnesses. Ronald Joseph Spotts of Monterey said to have jumped on hood and pushed in windshield with elbow. Victim thought he had been mistaken for someone else. Sheriff had not yet talked to Mr. Spotts about the incident.

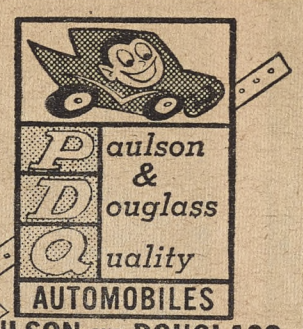
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SUMMER Algebra and SMSG math classes for Valley students are being set up. Local teacher. Drop postcard with telephone number to Mr. P. Bullock, PO Box 5304, Carmel.

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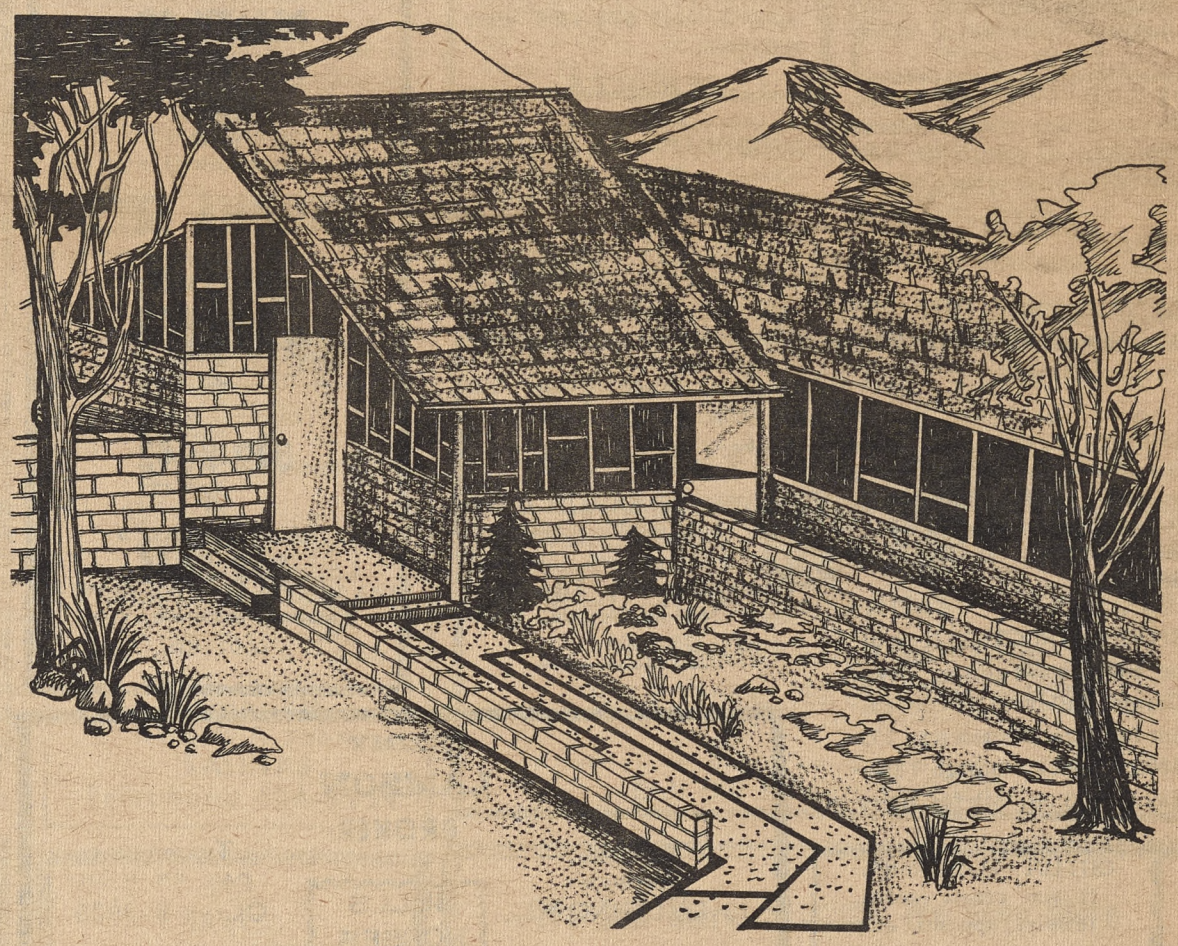
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Schedule Of Events

JULY

4	Independence Day Parade - Seaside Chamber of Commerce - Seaside
4 - 5	Summer Mercury Series - Still-water Cove
5	Third Annual Paisano Race - Monterey Peninsula Yacht Club - Monterey to Pacific Grove
5	Pebble Beach Invitational Trap shoot
12	North-South Girls Team Championships - Del Monte Golf Course
13	Junior Mixed Foursomes Championship - Del Monte Golf Course
14 - 18	Calif. Jr. Girls State Golf Champ. Jr. Alumnae Champ. Del Monte Golf Course
15	Garden Tour - Mty Penin Volunteer Soc - Monterey Peninsula
16 - 18	Seventh Annual Peninsula Antique Show & Sale - Episcopal Women of Church of St. Mary's-by-the-Sea - Fairgrounds
16— 19	1964 California Rodeo - Salinas
17 - 26	Bach Festival - Carmel
18	Annual Studio Tour - American Federation of Arts - AFA Gallery
24 - 26	Feast of Lanterns - Feast of Lanterns Committee & Pacific Grove Boosters, Inc. - Pacific Grove

AUGUST

1 - 2	Obon Festival - Monterey Peninsula Buddhist Church - Fairgrounds
13 - 16	Pebble Beach Summer Horse Show - Pebble Beach Stables
24 - 27	Pebble Beach Jr. Tennis Championships - Pebble Beach Tennis Club
29 - 30	Pebble Beach Dressage Championship - Pebble Beach Stables
26 - 30	Monterey County Fair - Fairgrounds

SEPTEMBER

4 - 6	Three day Pebble Beach Equestrian Trials & Western American Cup - Pebble Beach Stables
6	Ninth Annual Open Show - Carmel Valley Trail & Saddle Club - Carmel Valley
5 - 7	Labor Day Mercury Regatta - Stillwater Cove
8 - 10	California Seniors Golf Tournament - Monterey Peninsula Country Club & Del Monte Golf Courses
18 - 20	Seventh Annual Monterey Jazz Festival - Fairgrounds
19 - 20	S. F. B. Morse Regatta - Stillwater Cove

OCTOBER

2 - 4	Fall Guys Tournament - Cypress Point
7	Flea Market - Monterey Peninsula Volunteer Society - Fairgrounds
16 - 18	Pacific Grand Prix Sports Car Races - SCRAMP - Laguna Seca Track
24	Annual Butterfly Parade - Pacific Grove PTA & Pacific Grove Elementary Schools - Pacific Grove

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Delightful guest accomodations, many with private lanai. Heated pool, tennis court, cocktail lounge, delicious food, two dining rooms. Ten acres, beautiful gardens and lawns. 659-2261.

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Continental and American Cuisine. Daily lunch around the swimming pool, dinner from 6-9, cocktail lounge, heated swimming pool. Come and see our comfortable rooms for guests.

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A Wonderful Spot

The difference in climate between the seacoast towns and Carmel Valley is downright incredible -- but true, nonetheless.

The fog may lie heavy along the coast, but drive inland and it evaporates almost as you go. For seekers of California's far-famed sunshine and warmth, arrival at the Village can be a dream come true.

Many a tourist hears about Carmel Valley and comes looking in vain. He drives past Carmel to the south, sees the marked turnoff from Highway One into the Valley, sees the Rancho Shopping Center and the Junior High School standing at the Valley entrance -- and sees nothing beyond them but hayfields.

"There's nothing there," he says to himself, and drives on in search of literally greener fields, for Carmel Valley in July is fast becoming what we Californians euphemistically call "golden."

He is mistaken, of course--the large ranchlands on the Valley floor come to an abrupt end about two miles from the entrance.

The dotting of homesteads begins here and just beyond is Descanso Oaks, the first cluster of houses. Seldom do the coastal fogs reach this far--at any rate, not after mid-morning.

Geographically, what is Carmel Valley? The Carmel River begins at Indian Falls, about 17 miles above the turnoff to Princes Camp, and progresses thence to the sea. The falls are accessible only by hike or horseback. The Carmel River progresses downward, joining of course with tributaries, to the lagoon just above Carmel Bay.

Tourists laugh at our term, "River," but they haven't seen it at other times of the year.

And what is there to do in Carmel Valley in July? First of all, lie in the sun and unwind--by a poolside, perhaps, or on a private patio. When idle sunning palls--if ever--one can swim or play tennis or rent a mount, spirited or docile, and explore a trail while awakening a long-unused set of muscles. If a post-exercise sauna bath seems called for, one is available.

Dining in the Valley ranges all the way from the al fresco hamburger and coffee to the elegance of gourmet tradition complete with mood music and fine wine.

Live musical theatre and classic old movies offer after-dark diversion on weekends--and the theatre's weekend stretches from Thursday through Sunday. A few establishments keep late enough



Shops... Services

BOWERS PHARMACY
Open 10 to 6 daily. Starting May 3rd, will be open on Sundays from 10 a.m. to 1:30 p.m. PRESCRIPTION SERVICE - COSMETICS. 659-2210.

GENERAL STORE
In the Village Shopping Center. Complete summer supplies...film, swim suits, bath caps, suntan lotion, Keds for the whole family, and Levis for all. Hours, Monday - Saturday, 9-6, Sunday, 10-4.

HAYLOFT
Carmel Valley's only hay and feed store. Open Mon. thru Sat. 9:30 to 5:30. FREE Delivery Daily. If we don't have it, we can get it. OL 9-4204.

MARGIE'S BEAUTY SALON
MANICURING. Telephone 659-4453. Tuesday thru Saturday, 9 - 5. Monday 9 - 5 by appointment only, or Thursday evenings by appointment. Behind the Library. Ample parking.

VALLEY BARBER SHOP
Located in the Guiseppe Bldg. 40 W. Carmel Valley Rd. H. Perry, barber.



BAVARIAN MUSHROOM FARM
Monday thru Saturday, 9 to 6. Closed Sundays. Fresh mushrooms, dried and marinated. Compost for gardening. 1 1/2 miles from Highway 1. MA 4-7176.

CARMEL VALLEY MARKET & GETZ MEATS
Complete grocery, produce, choice meats, sundries. 9-8 weekdays. 9-6 Sundays. VISIT OUR NEW ADDITION...Gourmet foods, wines, liquors, delicatessen.

THE GRAPEVINE
Open 9-7, seven days a week. 10% discount on 12 or more bottles of same size. Price drop -- Early times (qts.), Hill & Hill Blend (qts.), and Four Roses (all sizes.)

THE VILLAGE LIQUORS
Barbecue Chicken, Delicatessen, Imported and Domestic Wines. Fine selections of Liquors. Open Daily & Sun 10 a.m. - 9 p.m. Sat 10 a m - 10 p.m. 659-4414, 8 Delfino Place, around corner of Mobil Service Station.

THE VILLAGE MARKET
One-Stop Shopping for all your grocery needs. 659-4228.

in the Sun ..... CARMEL VALLEY



hours for even a city-dwelling tourist to fill out his day with a sample of night life.

For those who seek to leave the bright lights behind, there are secluded spots in the Valley where night time activity means only enormous chunks of quiet.

Active or lazy, gregarious or away-from-it-all, Carmel Valley can provide a perfect vacation for almost anyone.

Theatres....

WHITE OAKS THEATRE

"THE BOY FRIEND" - through July 19
"THREE PENNY OPERA" - opens July 23 Thurs. thru Sun., 8:30
"RUMPELSTILTSKIN" Children's Theatre every Sat 2:30 p.m. starting July 11

For reservations - call 659-2248

TANTAMOUNT THEATRE

Middle Canyon Road. Great Old Movies every Friday and Saturday night at 8:40. Tickets $1.00. Telephone 659-2405. for weekly change of program.

Restaurants Bistros

COTTAGE INN

At the entrance to the Village. Serving breakfast, lunch, and dinner. Also serving Beer and Wine.

HITCHING POST

Favorite spot for draft beer, soft drinks and cable TV. Also, wide selection of domestic and imported beer to go, tobacco, pipes, pocket books, magazines, candy, personal needs, etc. Across from the Bank of America. 659-4235.

PLAZA LINDA MEXICAN RESTAURANT

Located #9 Del Fino Place. Serving authentic Mexican dishes from 11-10 weekdays. Friday, Saturday, Sunday from 11-11. Orders to take out, call 659-4229. We cater to groups or parties.

STIRRUP CUP

Cocktail Lounge on Carmel Valley Road. 659-2529 - a favorite spot for Valleyites.

TOTSIE'S

For fine food, inside and outside service. Sandwiches, soft drinks, fried chicken, pizza. Specializing in Take-Out Orders. Open six days 9:30 to 9:00. Closed Thursdays.
CARMEL VALLEY CENTER Phone: 659-2722

THE VILLAGE CAFE

Across from the Bank of America. Specializing in home-cooking. Bring the family. Serving children's plates. Home-made pies. Also food to take out. Closed Mondays. Phone 659-2090. Your hosts, John and Naomi Ludwig.

THE WHITE OAKS COFFEE SHOP

Featuring home cooked meals...home-made pies and cakes. BREAKFAST-LUNCH-DINNER. Open 7 a.m. to 8 p.m. daily. (Closed Wednesday) 3 doors from the Post Office. OL 9-2886.

Gift, Specialty Shops.....

BUTTONS AND BOWS

Sewing, alterations, restyling and mending. For men and women. OL 9-2821.

GRACE MAHER FASHIONS

BankAmericard. Hours 10 to 6 daily, 12 to 4 Sunday. Tami Sportswear, Gotham Lingerie, JayHerbert and Fred Rothschild dresses Carmel Valley Center.

GIUSEPPE'S

Hand-made jewelry - watch repairing. Full line of Hamilton watches. Clocks. OL 9-2187.

THE IN AND OUTDOOR SHOP

A delightful shop offering exquisite gifts. Open daily, including Sundays. Located at White Oaks Inn, Carmel Valley Village.

Joanne's

Fine Sportswear
Next to the Post Office

Joanne's boutique

Lingerie, Better Blouses
Loungewear

JOHAN'S

Fashion fabrics, silk - cottons - dacrons - nylons - woolens - notions. Patterns (Simplicity and Spadea). Custom-made draperies. Del Fino Place. Phone 659-2141.

MONTEREY POTTERY

Visit Carmel Valley's own Pottery Shop to see the exclusive Monterey Jade being made. Hand-thrown stoneware. Retail, wholesale, and custom. Rudolph Marzi. Village Shopping Center. 659-2967.

SUGAR 'N' SPICE

Selective styles for girls and boys. Sizes 3 to 14. Subteen "Campus Corner" 6 - 14. Carmel Valley Road. Phone 659-4013.

SWAN'S FURNITURE

People who have shopped them all, buy their furniture and carpets at Swan's.

THUNDERBIRD

Exciting book selection--hardcovers, paperbacks, children's--plus Creeeamy Cheesecake and Fabulous Fruitcake baked, served and sold at the shop. Gift mailing a specialty. Open Sunday afternoons.

THE VILLAGE HOUSE

The Valley's Department Store...hardware, plumbing & electrical supplies, garden supplies, housewares, sporting goods, men's & boys' wear, Fuller Paint Dealer. Hours 8-6 daily. Sunday 10-4.

OLEANDER GARDEN SHOP

A complete nursery and garden shop, with many summer patio accessories such as lights, windmills, unusual pots and planters, sundials, and bird baths.
8 Pilot Road 659-2058

Art Galleries

THE CARMEL ART GALLERY

Continuous fine shows by distinguished artists of the Monterey Peninsula as well as guest artists from other parts of the country.
Open daily, 11-5 White Oaks Inn, Carmel Valley



BAKER STUDIO

Paintings by Eugene Baker, Ann Rugh Baker. Village Plaza, Delfino Place. Retions presented in private collections in the United States and Europe. Hours 12:45 to 4:45 or by appointment. P.O. Box 335. Bus. 659-4211. Res. 659-2932.

The 'Riviera' of the United States. . .

Art Galleries

AMERICAN FEDERATION OF ARTS
Lincoln, south of Ocean, Carmel. Through July 10, oil paintings by Rod van der Hyde. Plan on the artists' Studio Open House, Saturday, July 18.

THE ARTIST'S PALETTE NANCY'S
Indoor-Outdoor Galleries. 6th St. near Dolores. 10-5 Daily except Sundays. Watercolors, oils, serigraphs, sketches - Monterey Peninsula scenes. Featuring 30 outstanding local and California Artists. (3.00 up). Also complete artist's materials and fine framing.

CARMEL ART ASSOCIATION GALLERY
Carmel's oldest and only artist-owned gallery. Open daily 11-5, including Sunday. June 25 (for one week) rental showing. July 2nd, new showing of members work (replaces Edda Heath exhibit).

HARRINGTON-BROWN
Corner 6th and Lincoln, Carmel. Watercolors, enamels on copper, mosaics. Decorative accessories designed and hand-made by the owners of the shop and sold only in Carmel.

HORNE GALLERIES
Between San Carlos and Dolores. Constantly changing exhibition of contemporary paintings in the abstract, traditional and impressionist styles, including first exhibitions of works in America by British painter, Robert Horne. 624-8587.

THE LAKY GALLERIES
San Carlos between 5th and 6th. 11-5 daily, including Sundays. Contemporary U.S. and Continental paintings. Collectors' items by late American and European masters.

ZANTMAN GALLERIES
FINE PAINTINGS. Selected artists. 11 a.m. -5 p.m. daily (incl. Sundays). On 6th Avenue between Dolores and San Carlos.

Restaurants Food Specialties

HANSEL AND GRETEL CANDY SHOP
Carmel's favorite candy shop... featuring home-made candies, a large selection. Located behind the library on 6th.

ISABELLA'S RESTAURANT
New in Carmel. .. Authentic Italian Cuisine from 11 a.m. to 9 p.m. daily, except Wed. Arcade level of Carmel Plaza, under Patisserie Boissiere. MA 4-2246.

MARS RESTAURANT
Serving American and Chinese food, from 10 a.m. to 9 p.m. daily. On Dolores between Ocean and 7th. Chinese food to take out. 624-4265. Open Every Day

MOM'S COUNTRY KITCHEN
Located on Dolores near 7th. Serving good home cooking - Breakfast, lunch, dinner. Closed Mondays 624-5400.

MEDITERRANEAN MARKET
Outstanding selection of Fine Wines, and an unbelievably large assortment of Food Delicacies.. .Domestic and Imported from every corner of the world. Located on Ocean Ave. and Mission. MA 4-2022.

PATISSERIE BOISSIERE
Real French Pastry and Tea Room in the French House. Located on Mission Street, south of Ocean. (Next to the Carmel Plaza). MA 4-5008.

SYLVIA'S DANISH PASTRY SHOP
6th Ave. between Dolores and Lincoln. Fancy Danish Pastry, French Pastry, Wedding Cakes. The Outstanding bakery in Carmel. Phone 624-1198.

THE VILLAGE CORNER
Breakfast, fountain lunch. Enjoy indoor or outdoor service daily from 8:30 a.m. to 7 p.m. Homemade cakes, pies, and our own ice cream. Corner Dolores and 6th.

THE YANKEE PANTRY
For a simple meal or elegant snack (Don't expect the ordinary). New England Taste Treats served sporadically. Beefburgers broiled over charcoal. Homemade desserts. Lincoln Lane, Lincoln Street.







Shops

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Upstairs, Doud Arcade on Ocean Ave. near San Carlos. "Best of Mexico". Hand loomed fabrics, folk art, furniture, casual wear, gift items. 624-8443.

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San Carlos and Fifth. Christmas cards on display. Imprinting overnite service. Gift wrap of unusual designs. Large selection of notes and stationery.

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Ocean Ave. between Mission and San Carlos. Featuring Vendome Couturier Jewelry, including their fabulous pearls, rings. Hawthorne pendant watches. Beautiful hair ornaments. Pierced earrings.

BEAUX ARTS GIFT & CAMERA SHOP
24 hour service on Kodachrome or Black & White developing. Located in Pine Inn Gardens on Ocean Avenue. 624-7734.

BRASS, INTERNATIONAL
Worldwide Brass, metal, and ceramic accessories for home and office. Lamps. Daum crystal. Rear, Court of Golden Bough. Ocean Ave. Across from Pine Inn. Box 3085. 624-1701.

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"ART IN ACTION" San Carlos, off Ocean.

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Ocean Ave. between Dolores and San Carlos. Imported and Domestic films. Fast high quality black & white and color finishing. MA 4-4127.

CARMEL ART SHOP
Every day is Christmas... at the corner of Lincoln and Ocean Avenue.

CARMEL STAMP & COIN SHOP
On Dolores, near Ocean Ave. Stamps and Coins, bought and sold. Call 624-3951.

CARMEL TOY SHOP
Outstanding selection of toys. See Carmel on our Rental Bicycles. Located on 5th and San Carlos near the Post Office. 624-3203.

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Everything for the kitchen and the gourmet cook. Dolores at 6th. 624-2517.

ADAM FOX
Cutlery measuring devices, garden tolls, unusual needles and thread, mirrors, leather games, prints, paintings, gifts for men and women. San Carlos near 7th, Carmel. 624-5244.

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Modern and traditional jewelry - for any occasion. If not in stock we will design and manufacture to your order. Engagement rings, wedding rings, gem stones, quality jewelry repairing.

THE HOUSE THAT JACK BUILT
World's Finest Watches by Omega, Tissot, and Wyler. Cultured Pearls, Necklaces, Rings, etc. Manufacturing Jewelers. Specialists in watch and clock repairing. 6th and Dolores, Don Sands, 624-3766.

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Intriguing gifts from far-away places. Glass, stainless, brass, copper, ceramics. Travel posters, creche sets. St. Francis Shrines. Dolores near 7th. 624-4128.

HOUSE OF SWEDEN
Lincoln, South of Ocean. A complete selection of Exciting, original imports from the Scandinavian countries, including Royal Copenhagen porcelain, Orrefors Crystal, Georg Jensen Stainless, Gahn's swedish toiletries. MA 4-4246.

JO-LINO'S
WIGS AND COSMETICS. On Lincoln Lane - between 5th and 6th Sts. Open 9:30 to 6. By appointment or home showings and evenings. Call 624-1279.

KON-TIKI IMPORTS
Court of the Golden Bough, Ocean Ave. and Monte Verde. Hand Carved Figures from New Zealand & Cook Islands - Genuine Australian Boomerangs - Buri Cloth Placemats & Perfumes from Hawaii.

THE LINEN SHOP
Exquisite linens, fine handkerchiefs, blanket covers, towels, table - patio linins and mats. We give S&H Green Stamps. 11 Monte Verde St., MA 4-6711

N B FLOWERS
See our complete stock of fresh flowers, also an abundant selection of artificial flowers and arrangements. Corner of 6th and Lincoln. MA 4-3930.

NORWAY HOUSE
Exclusive designs in imported Norwegian hand knits, and Norway imports of unusual gifts. Located on Dolores between 5th and 6th. 624-3203.

THE ORIENTAL SHOP- ERNST TIES
Unique collection of Oriental hand crafts under the same roof with the Peninsula's most complete selection of Ernst ties. Lincoln, south of Ocean.

THE PAPER BAG
Court of the Golden Bough, Ocean Ave. & Monte Verde. Monogramming, Quick Service - Imported and Domestic fine quality napkins, notes, stationery, gift wrappings, all occasion cards, gifts for children.

PARTY CAROUSEL
For your party needs and ideas. Monogramming for Weddings, Bridge Parties, Cocktail Parties. Open Mondays. Dolores & 7th, Carmel. 624-2579.

PERUVIAN SHOP
Carmel Plaza. Exciting and unusual imports from Latin America and Spain. Inca rugs - Alpaca slippers - furniture - clothing. Open daily, including Sunday.

M. RAGGETT
On Ocean Ave. Carmel's Department Store, Swimwear by Cole and Elizabeth Stewart. Sportswear by White Stag. Unusual yardage, lingerie, accessories, and the Peninsula's largest selection of blouses.

SPENCER'S HOUSE OF CARDS
Ocean Ave. and Dolores. Wide selection of music boxes, beautiful imported greeting cards, unusual notepapers (local and imported), playing cards, checkers, dominoes.

S. . . . . CARMEL

In Carmel, as in other communities all over the United States July begins with a bang followed by showers of stars as rockets whiz skywards in celebration of Independence Day. Carmel has no formal observance of the Fourth. Instead, in the evening, families gather around picnic fires on the beach - the only place in town where fireworks are allowed.

Picnic hampers however, should contain no alcoholic beverages of any kind. They are forbidden on the beach by law and Carmel policemen may arrest anyone who even possesses a bottle or can of beer. Reason for this is that some thoughtless persons have so littered the sand that the city, in the past, has had to remove cubic yards of debris daily... mostly beer cans.

Almost as soon as the clouds of smoke from the fireworks have been wafted beyond the pines, sounds of music are heard at Sunset School.

Here Conductor Sandor Salgo will be rehearsing singers and instrumentalists for the 27th annual Bach Festival,

On July 17, Carmelites, their neighbors, and visitors from all over this country and Canada will arrive at the school's auditorium for the opening concert of the festival which will continue until July 25.

There will be parties, too, for the musicians and the dozens of persons who work tirelessly, and mostly without pay, to keep alive the tradition of Carmel's most famous musical event.

This year a commemoration of the Shakespeare quadricentennial will be part of the festival. This concert will be given in Carmel Mission Basilica, founded almost two hundred years ago by Father Junipero Serra.

White sails will break the blue of ocean and sky, or appear like shadows in the fog, as boats vie for first place on Carmel Bay in the summer Mercury series of races, July 12 and 26, sponsored by the Stillwater Yacht Club.

White-clad tennis players will compete for the Social Spectator Trophy in the Pebble Beach Invitational Inter-Club Tennis Championships July 10-11-12.

Art will not be forgotten, though, amid all the music and athletic events of the month. On July 18, the local chapter of the American Federation of Arts will have its annual studio and home tour. This year the event will be concentrated south of Carmel, starting at the Tevis house beside the Mission.

The Stuyvesant Fish ranch, Palo Corona, will be open to the public, also artists' studios in Carmel Meadows and Carmel Highlands. Owners of the studios will give art-in-action demonstrations during the day.

Three days before the art event, on July 15, members of Monterey Peninsula Volunteer Services will be hostesses for the organization's annual home and garden tour. This year, the public will be able to visit private homes and gardens on Monterey Mesa and Carmel Meadows.



Drama will be in full swing during July. Carmel little theatres will play to capacity audiences all through the month. There will be new restaurants in which to eat this July, as well as those whose reputation for fine food is nationwide.

The shops will be filled with visitors... and Carmelites.... for July is the month many hold summer sales. And besides the marked down merchandise there will be much not on sale, to tempt the taste and pocketbook.

Everywhere in Carmel, in July, will be the spirit of holiday. The renown of the town will be enhanced and those who come this summer, will return next year... with friends.

Marjory Lloyd

THE MAGIC FISHBONE
Children's Books of Excellence for every age and interest from birth to mature reading levels. Professional help in making selection.

TALBOTT-CARMEL
The elegant collection of Talbott hand custom neckwear and accessories... all handcut and handsewn on the Monterey Peninsula. Ocean Ave. Golden Bough Court.

THE TOY BOX
Toys galore... and snorkels, goggles, beach balls swimming aids for children. Located on the Arcade Level of the Carmel Plaza, Ocean Ave. 624-8331.

VERA-VOGUE ORIGINALS
Outstanding handmade GLOVES, any color, style or length, washable. 7-way CAPECOATS originals from imported fabrics, reversible TRAVELHATS. Ocean Ave. near Dolores, next to Spencer's P. O. Box 523. 624-2655.

VILLAGE STRAW SHOP
"Everything in Straw" Handbags - Shoppers - Hats - Place Mats - Hampers - Chests - Decorations - BASKETS. Lincoln south of Ocean. 624-2361.

THE WOOD SHED
Dolores between 5th and 6th, between the Post Office entrances. All types of greeting cards for all occasions. Stationery - Notes - Paper goods - Gifts. 624-7801.

THE WELLS
Outstanding selection of Fiction and Non-Fiction books. TWO LOCATIONS. Ocean Ave, Carmel. (P.O. Box 635) 624-4753. Carmel Rancho Shopping Center. 624-1438.

Theatre

THE STUDIO THEATRE - RESTAURANT
Dolores betw. Ocean & 7th, Carmel. 7th summer musical season. Opening July 3, "Once Upon a Mattress." Opening July 17, George Gershwin's "Oh, Kay!" Nightly except Mondays, alternating weekly. Dinner time 6:30-7:30; show time 8:30. 624-1661

Apparel Shops

ROSE BROWN SHOP
Where you can find the latest original designs in coats and dresses in imported leathers, suedes, mohairs and knits? Why... at the Rose Brown Shop in Carmel Plaza. New owners, George and Ruby Wilkinson.

THE CASUAL SHOP
"Exclusive Imports from Bonnie Scotland". America's Finest Selection - Imported Authentic Tartans. KILTS SKIRTS SUITS SLACKS VESTS TIES, ETC. P. O. Box 756, Ocean Avenue, Carmel.

MARK FENWICK LADIES APPAREL
Ladies country clothes. Located in Carmel Plaza. Open Daily, including Sunday.

JOHN GRISSIM
Men's specialty furnishings. Open daily, weekend enenings, and all day Sunday. Located on Ocean Avenue.

MARBERRY SHOP
For her... Casual clothes for Young Fashionables. Su-Vecino Court, Dolores between 5th and 6th. Phone, 624-8964.

GLADYS McCLOUD
Everything for... little girls... big girls... teens... juniors... on Ocean Ave. near San Carlos.

LORENE SCALA
"FEMININE FASHIONS FOR ALL OCCASIONS"! Complete selection of swimwear, sportstogs, dresses, knits, separates, and sweaters. Pantiles Court - Dolores St., across from Carmel Art Assoc.

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A SHOP FOR CHILDREN
INFANTS WEAR
GIRLS SIZES THRU 14
BOYS SIZES THRU 6X
Beautifully wrapped gift items.
Corinne Swalwell, Owner
6th between Lincoln and Dolores, Carmel

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Custom made frames.
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Sandals galore from far & near. Also custom made individual fit.
M. DeNEALE MORGAN STUDIO
Established 1910. Paintings of nationally recognized artist 624-7596.

ROBERT JOHN SHOP
Mary Sargent's
Fashions in Leather
PINE INN
P.O. BOX 1081
CARMEL-BY-THE-SEA, CALIFORNIA 624-4337

MONTEREY..... by the bay

Sports and civic activities highlight the July 4 weekend on the Monterey Peninsula as all over the nation. Seaside stages a traditional parade with flags and uniforms and marching bands. Sailboat races fill the view with white triangles between Monterey and Pacific Grove, and at Stillwater Cove on Seventeen Mile Drive. Darkness brings fireworks on the wharf, visible to thousands from their patios, balconies on the hillsides - or best of all, from the beaches of Carmel or Monterey! (Take your own supper, firewood, fireworks and blankets!)

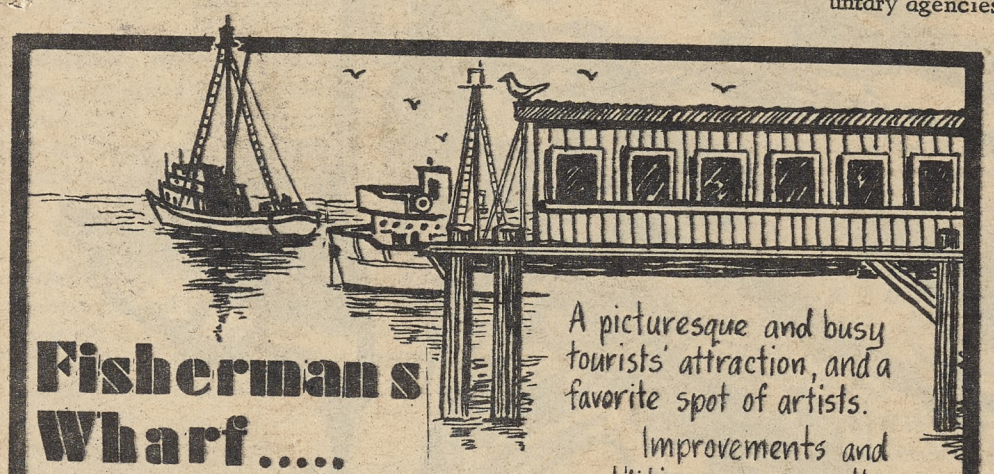
The following week brings tournaments to Del Monte Golf Course -- North-South girls Team Championships, Junior Mixed Foursomes Championship, California Junior Girls State and Junior Alumnae Championships. Spectators revel in the woods-and-water setting of the course as well as the high-level play.

A tour for flower-lovers offers once-a-year glimpses of some of the Peninsula's most interesting spots. The MPVS Garden Tour on the 15th opens for public viewing a dozen private gardens at the height of their mid-summer beauty. Proceeds from the tour help many of the Peninsula's voluntary agencies.

Antique lovers and collectors have a real field day July 16-18 at the Fairgrounds. Presented annually by the Episcopal Women of the Church of St. Mary's By-the-Sea, the Antique Show and Sale attracts both exhibitors and buyers from all over California and more distant points as well. Now in its seventh year, the show has grown with each summer.

July is a perfect month for exploring the Big Sur area south of the Peninsula -- the days are long and generally clear and sunny, after an initial drift of fog in the mornings. The spectacular drive offers many interesting stopping points, for picnics or gourmet dining, for steam baths, souvenir shopping, gallery touring. The fabulous Hearst Castle at San Simeon is one of the wonders of the area. A round trip is readily made in one day, or can be stretched over several, as motel accommodations and camping facilities are plentiful.

Another annual event full of fun and pageantry is Pacific Grove's Feast of Lanterns, July 24-26. Presided over by Miss Monterey County, an elaborate parade, dinner, and open house with exhibits by many of the town's businesses, give both residents and visitors an exciting celebration.



A picturesque and busy tourists' attraction, and a favorite spot of artists.

Improvements and additions are presently much in evidence.

Fisherman's Wharf.....

After dinner or theatre:

HIDDEN VILLAGE
31 coffees, wines, snacks. Art galleries. 1 block from the wharf. 220 Olivier St. From 7 p. m. (Closed Mondays).

ANGELO'S
Upper deck dining overlooking the entire Monterey Bay. Fireplace cocktail lounge. Fine wines. Open seven days. Facilities for 10 to 100 people. Phone 375-3956.

CHOWDER HOUSE
The finest in Sea Food and Steak Dinners. Featuring Kosher Pastrami and Curry dishes, Basque Cocktail Lounge. Your hosts, Mr. and Mrs. Sabu Shake. Phone FR 5-4604.

CHRIS' FISHING TRIP
BOATS - "HOLIDAY" & "HOLIDAY II" Safe, Diesel powered, new lounge with restrooms, ship to shore radio, fish finder. Cod Trips leave 7:30 a. m. Salmon trips leave 6:30 a.m. 375-5951 or 372-7946 for reservations.

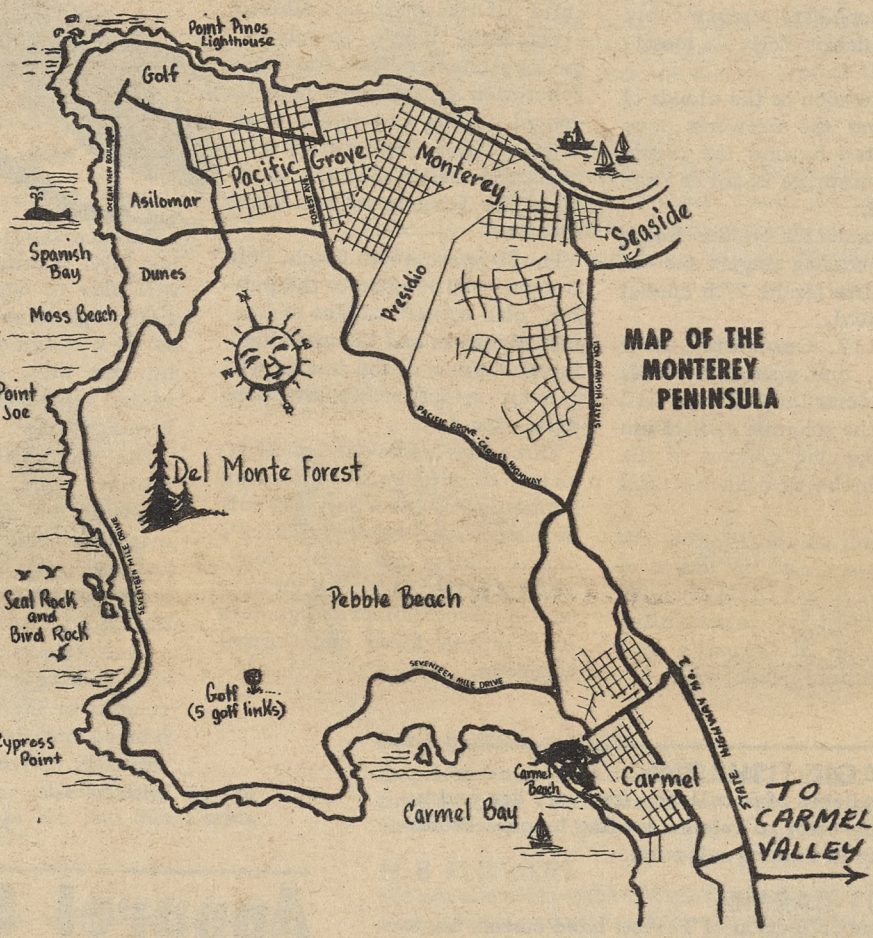
LOU'S FISH GROTTO
The best Seafood Dinners. Your hosts, Leo Bottaro and John Castorina. Phone FR 2-3655.

MIKE'S SEA FOOD RESTAURANT
Hours, 11 a. m. to 10 p. m. Your hosts, Phil and Joe Anastasia.

RAPPA'S SEA FOODS
End of Fisherman's Wharf. Open 11:15 9:30 daily. A complete menu specializing in local fish and shell fish. 372-7562.

THE RED PONY RESTAURANT
Specializing in charcoal-broiled steaks, chicken dishes, flaming-swords, and sea food. Cocktail lounge. Lunches. Call for reservations. 375-1233. Open 'til midnite.

WHARF GALLERY
The Gallery in the garret at the end of Old Fisherman's Wharf. Denna and Jack Warner. Phone 372-2553 or res. phone, 624-2331



MAP OF THE MONTEREY PENINSULA



From the early 1900's 'til 1945, a busy cannery area (made famous by Steinbeck) that is now a very popular tourist rendezvous.

Cannery Row.....

BEAR FLAG RESTAURANT
Bear Flag Building, 653 Cannery Row
Dinners...American and European Food. Cocktail Lounge and Piano Bar
Call for Reservations 373 - 1545

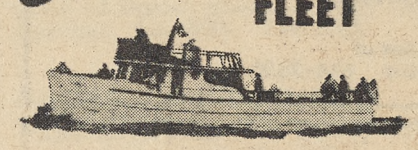
THE HARBY GALLERY
700 Cannery Row, at the entrance to the Outrigger, where the well known artist Thornton Harby, shows the finest paintings of Monterey. Open evenings and Sunday.

MEDUSA HEAD STUDIOS
ART GALLERY. Expert picture framing, oil paintings, sculptures, ceramics. Lois Strauss. FR 2-0746. 417 Cannery Row.

THE OLD GENERAL STORE
(Formerly Wing Chong Market) at 835 Cannery Row. Phone 372-1423. Come in and browse - Good selections of Canton China, Antique furniture, curios, glassware, pictures, miscellaneous.

THE YORK SHOP
Antiques, New and Used Clothing, Appliances, furniture, books, TV, records, paintings, etc. Proceeds are used to support York School, an Episcopal College preparatory school for boys.
FR 5-5050 (Opp. Neal DeVaughn's

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for cocktails

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